TearSheet

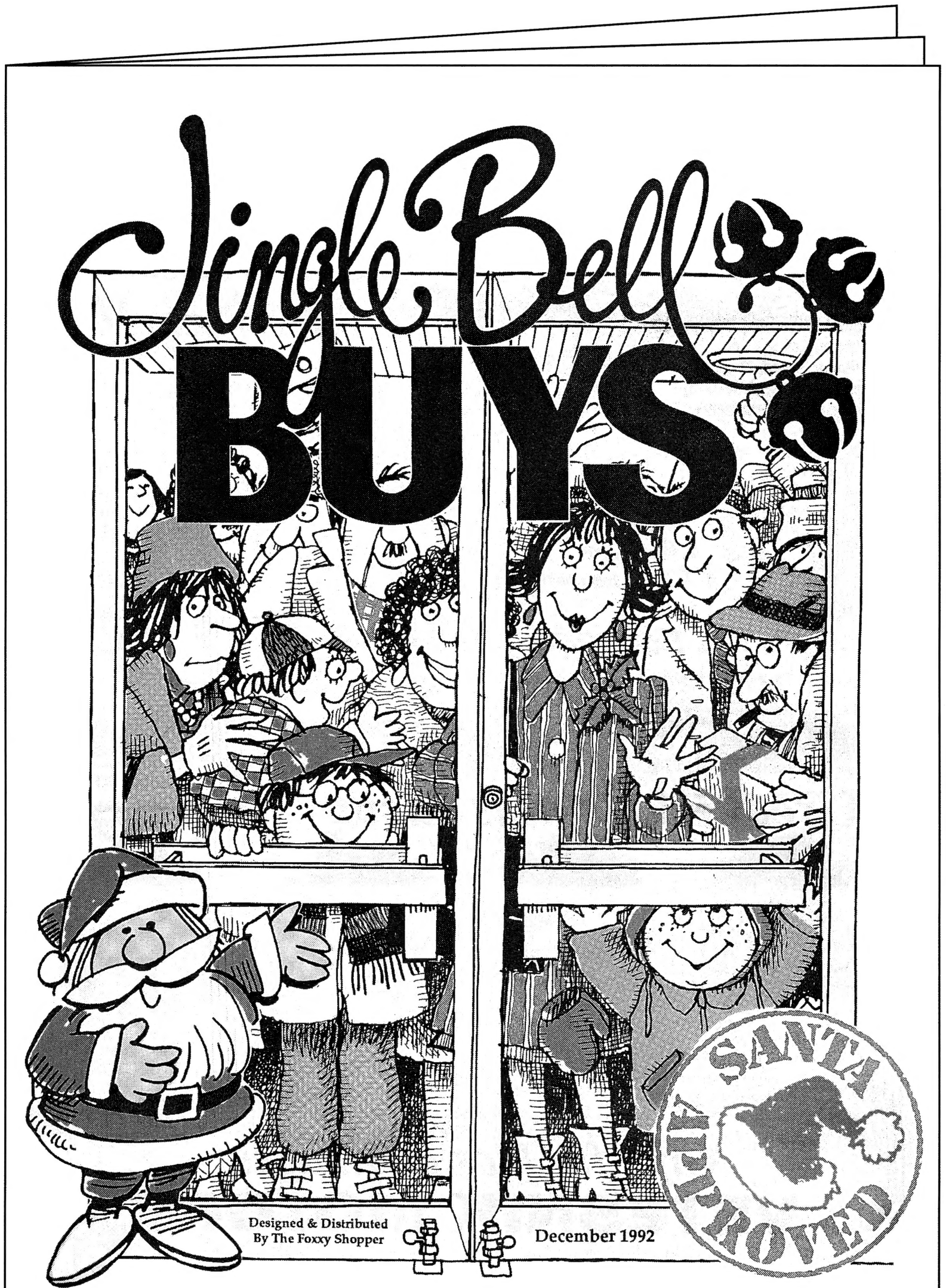
DECEMBER 1995

Case Histories

Jennifer P. Johnson

Graphic Artist
Foxxy Shopper
P.O. Box 526, Avon Road
Sparta, WI 54656

Holiday elements from several issues of *PMS* were combined to create this colorful mini tab cover. The people and doors are from Nov. 92, p. 12; Santa is from Dec. 92, p. 20; the "Santa Approved" stamp art is from Dec. 92, p. 22; and "Jingle Bell Buys" is from Dec. 92, p. 22. Printed in red, green, and black.

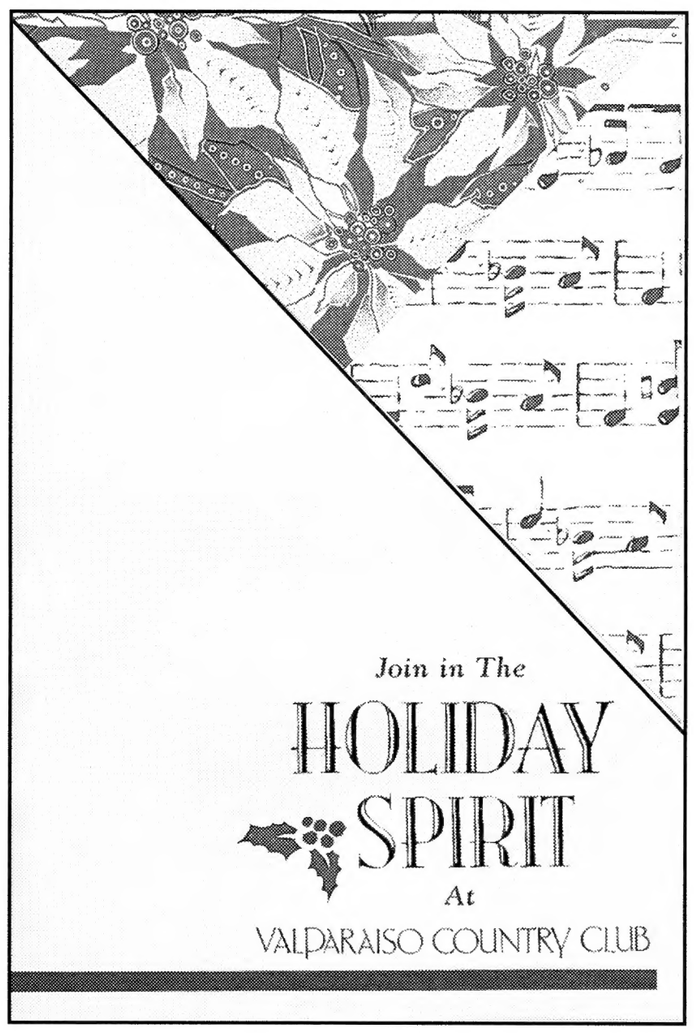


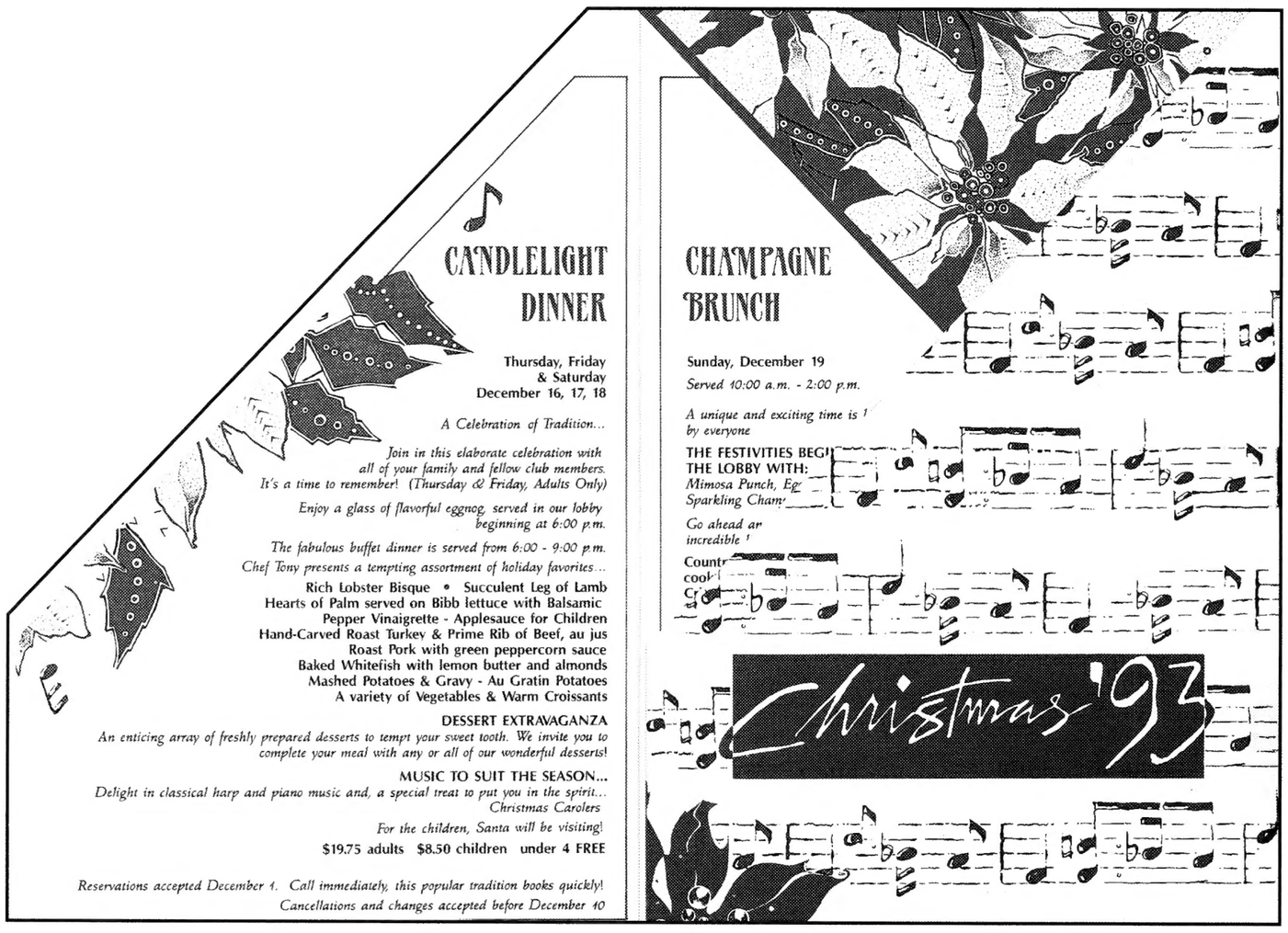
Case Histories

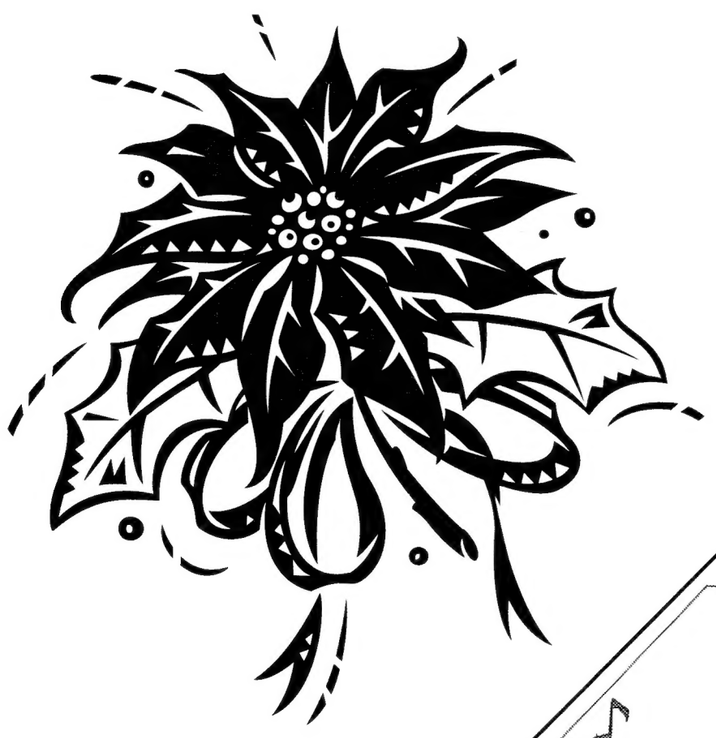
Christina Schmitt

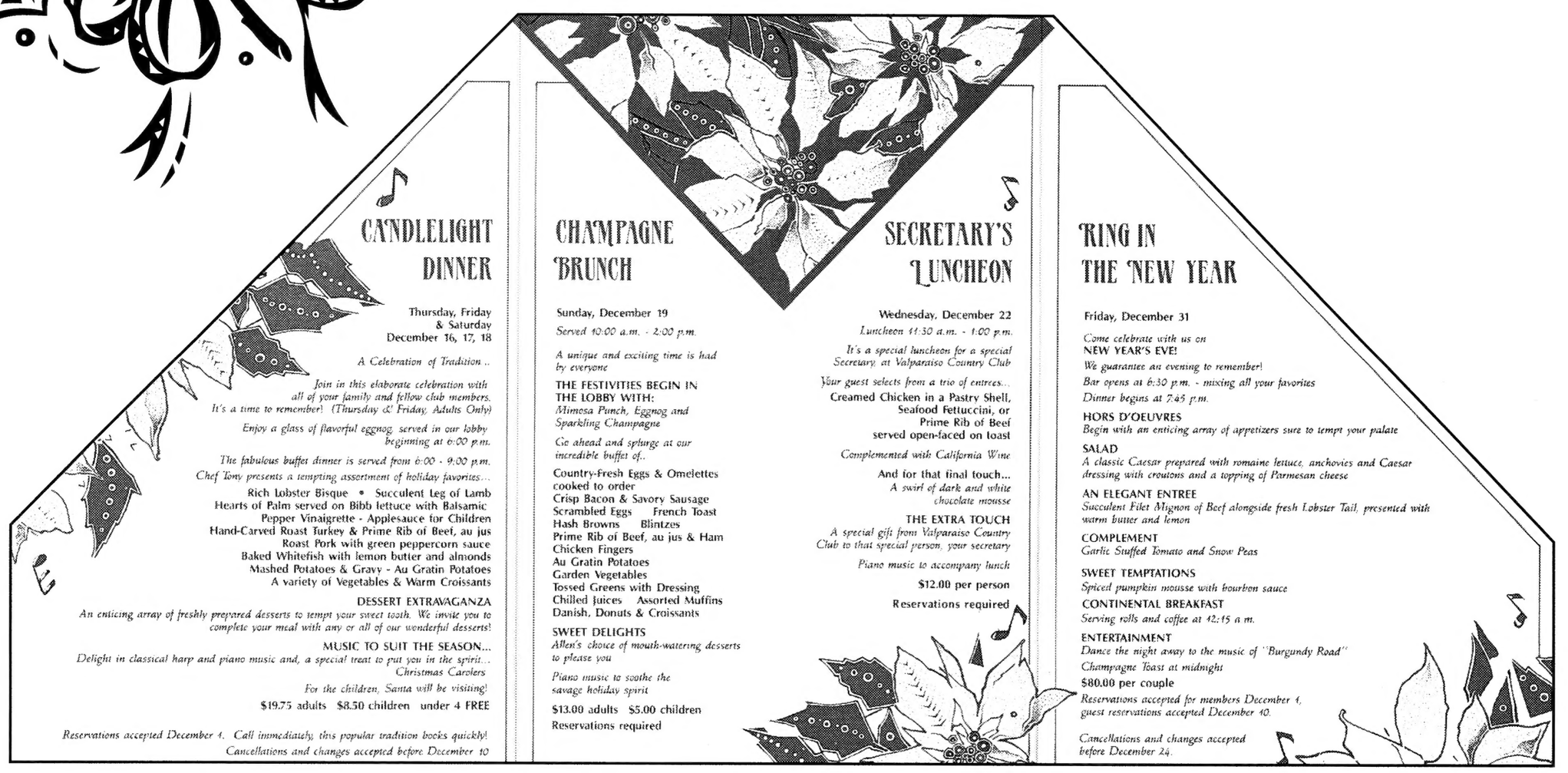
Graphic Menus
Graphic Designer
State Rd. 3
Eaton, IN 41338

Musical notation lifted from Dec. 91 *PMS*, p. 22, lettering was used to accent "Christmas" from Sept. 86 *Clipper* on this program. The unusual die cut allows viewers to see the poinsettias (also from Sept. 86 *Clipper*) used on the inside of the program. Printed in red and green on white card stock.







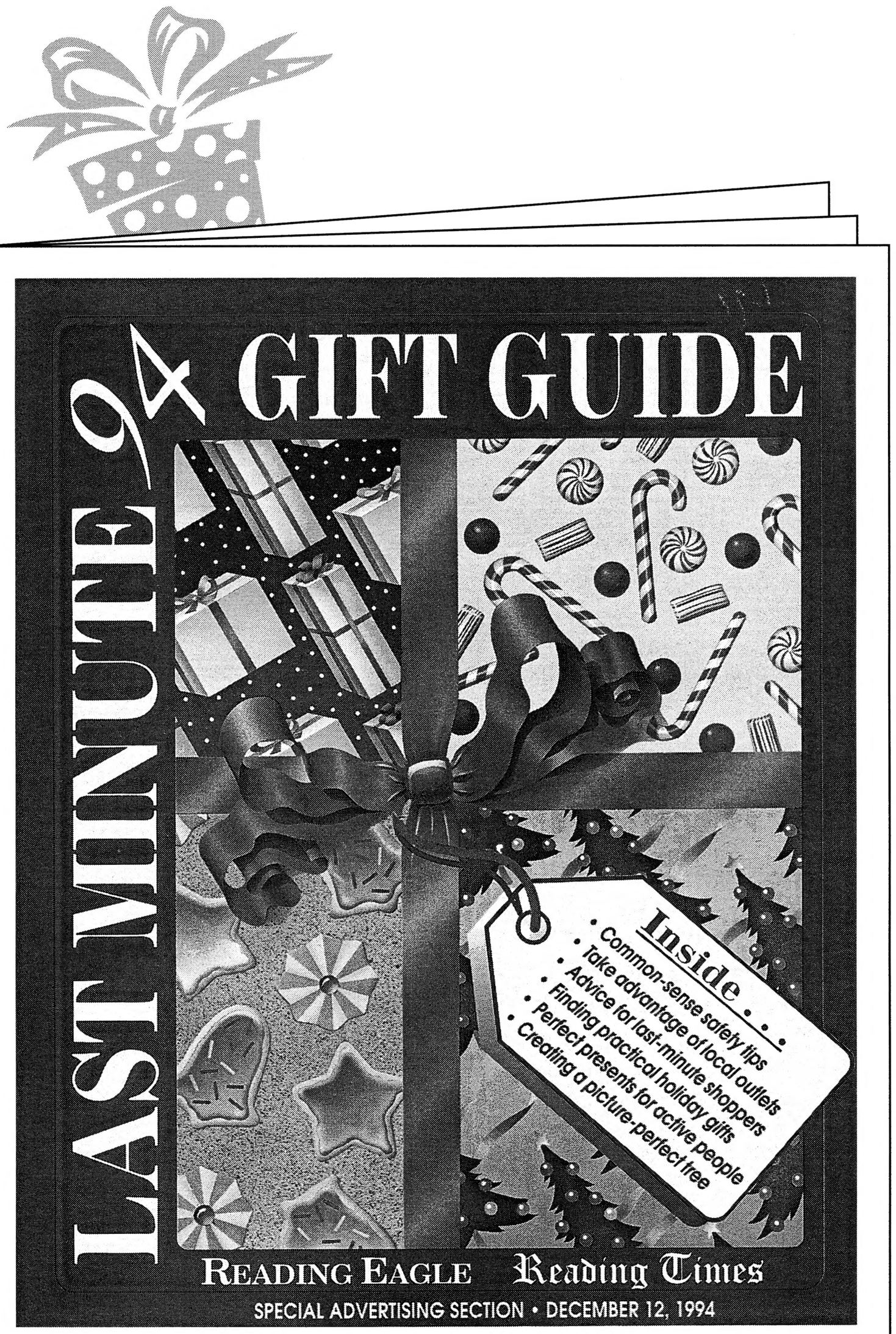


Case Histories

Susan M. Reichert

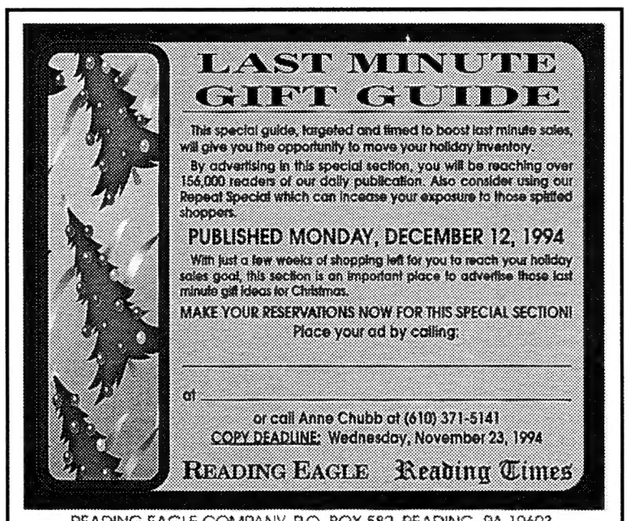
Advertising Designer
Reading Eagle Company
345 Penn St., P.O. Box 582
Reading, PA 19603-0582

The Christmas color piece from Dec. 93 *PMS*, p. 26, puts in two appearances for one newspaper — it's used on a special section cover and the postcard call to advertisers. Reichert remarked, "This art was the perfect choice for...the newspaper's Last Minute Gift Guide for 94." Printed in full color.



Front ▲

Back ▼



READING EAGLE COMPANY, P.O. BOX 582, READING, PA 19603

Case Histories

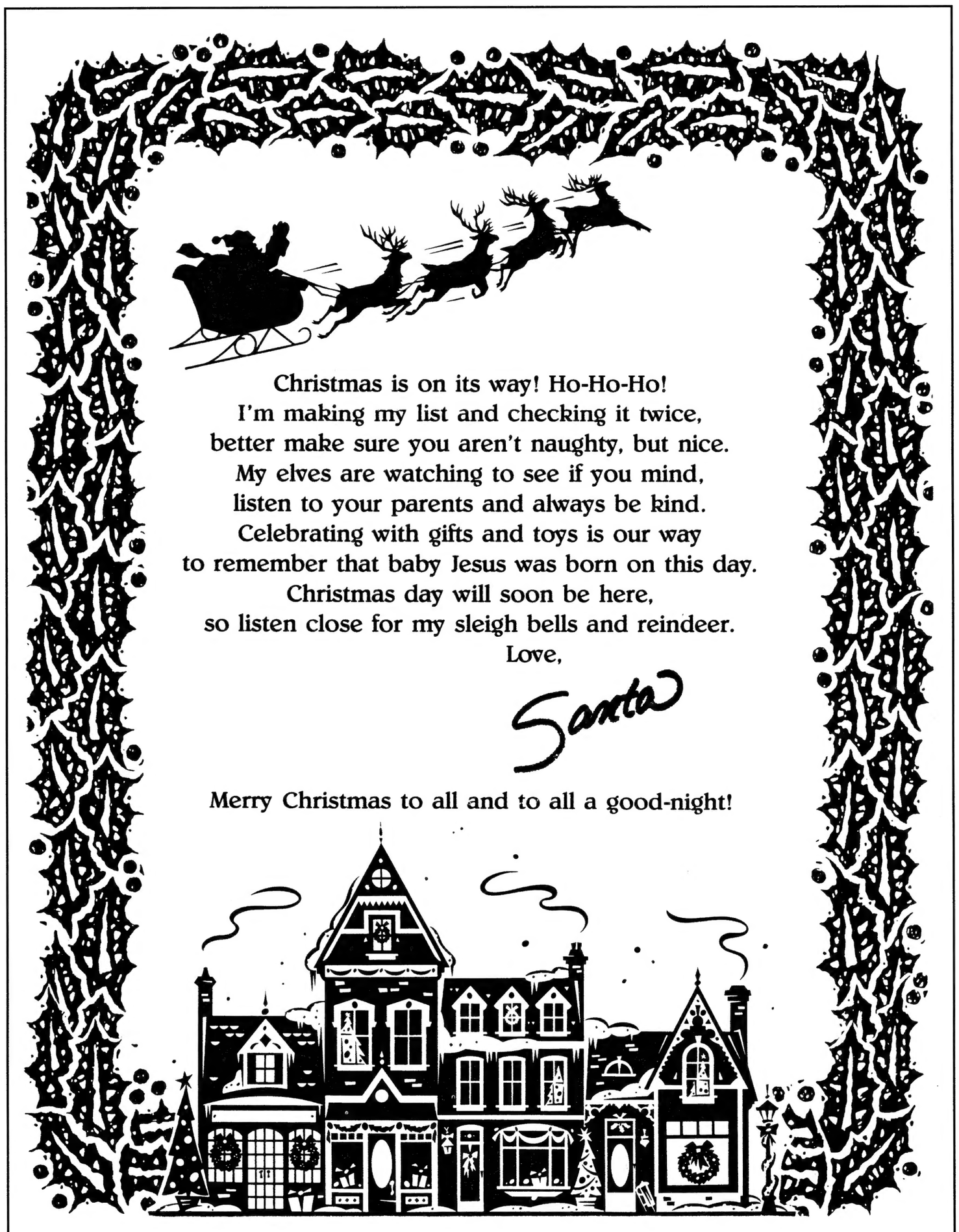
Renée Seitz

Art Director
The Scarsdale Inquirer
Harwood Building
Scarsdale, NY 10583

Newspaper ad featuring playful reindeer from Nov 85 *PMS*, p. 6, encourages advertisers to "Save Big Bucks" with special holiday advertising rates. Printed in black and screens of black.

JANICE L. CONLEY
Graphic Designer
Graphic Menus Inc.
Muncie, IN 47308

Conley really got into the spirit of Christmas and decided to create this letter from Santa. Conley said, "Kids grow up too fast! I'm trying to preserve childhood a bit longer, so I photocopied about 100 of these letters and passed them out to every parent I knew, with instructions to copy and pass on to more kids." Santa and his sleigh are from Dec. 92 *PMS*, p. 17, the houses and shops are from Dec. 93 *PMS*, p. 8, and the holly border is from Dec. 93 *PMS*, p. 21. Printed in black on a light tan stock.



Christmas is on its way! Ho-Ho-Ho!
I'm making my list and checking it twice,
better make sure you aren't naughty, but nice.
My elves are watching to see if you mind,
listen to your parents and always be kind.
Celebrating with gifts and toys is our way
to remember that baby Jesus was born on this day.
Christmas day will soon be here,
so listen close for my sleigh bells and reindeer.
Love,

Santa

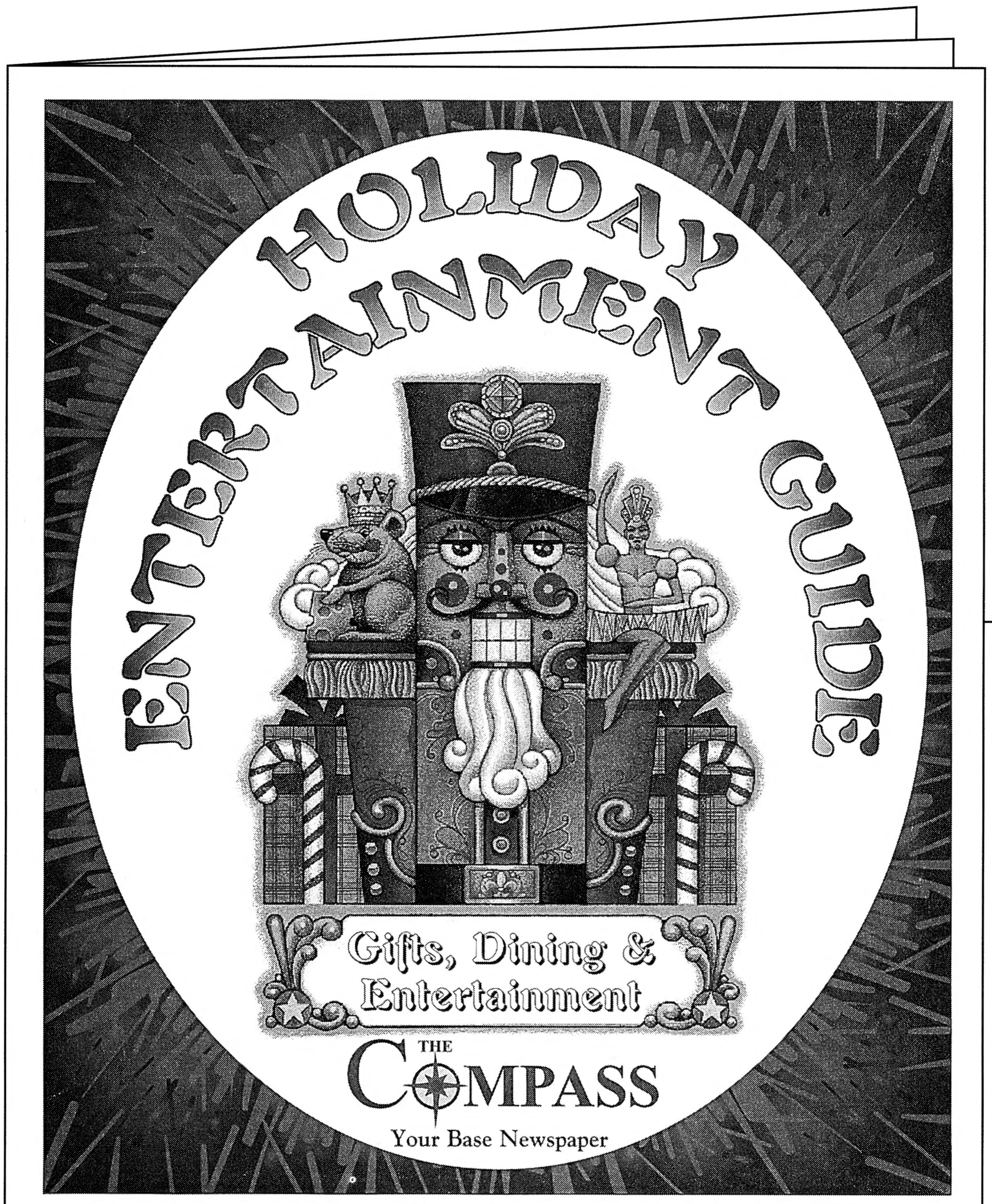
Merry Christmas to all and to all a good-night!

Case Histories

Thomas Podgoretsky

Graphic Artist
South Coast Newspapers
The Compass
1615 Murry Canyon Rd. No. 805
San Diego, CA 92108

A festive mortice from Dec. 94 *PMS*, p. 20, was printed in 70% magenta to complement the full-color nutcracker art from Dec. 94 *PMS*, p. 26, on this military base newspaper's special supplement cover. The heading, type, and logo were created in Adobe Illustrator. The designer said the art provided "the perfect military theme for the Christmas holidays."



For *PMS* Cover Story and Trade Show information please see the inside front cover of *Print Media Service.*

NOW IS THE TIME...

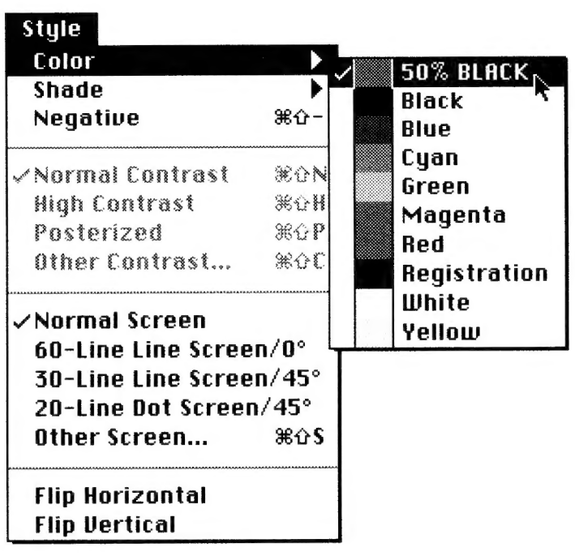
...to plan customer-pleasing themed sales events!

You wouldn't think that customers would be ready to come out and spend money after they just wrapped up their Christmas and New Year's celebrations, but they are. While they're out returning or exchanging holiday purchases, they're checking out the sales and looking for low prices on clearance items.

January is traditionally the time to have white sales, sales on baby items, winter clearance and sidewalk sales, even specials on travel. So it's the perfect time of year for you to plan a big themed sales event. The last two weeks of December are a good time for themed sales like last-minute Christmas sales and holiday clearance sales.

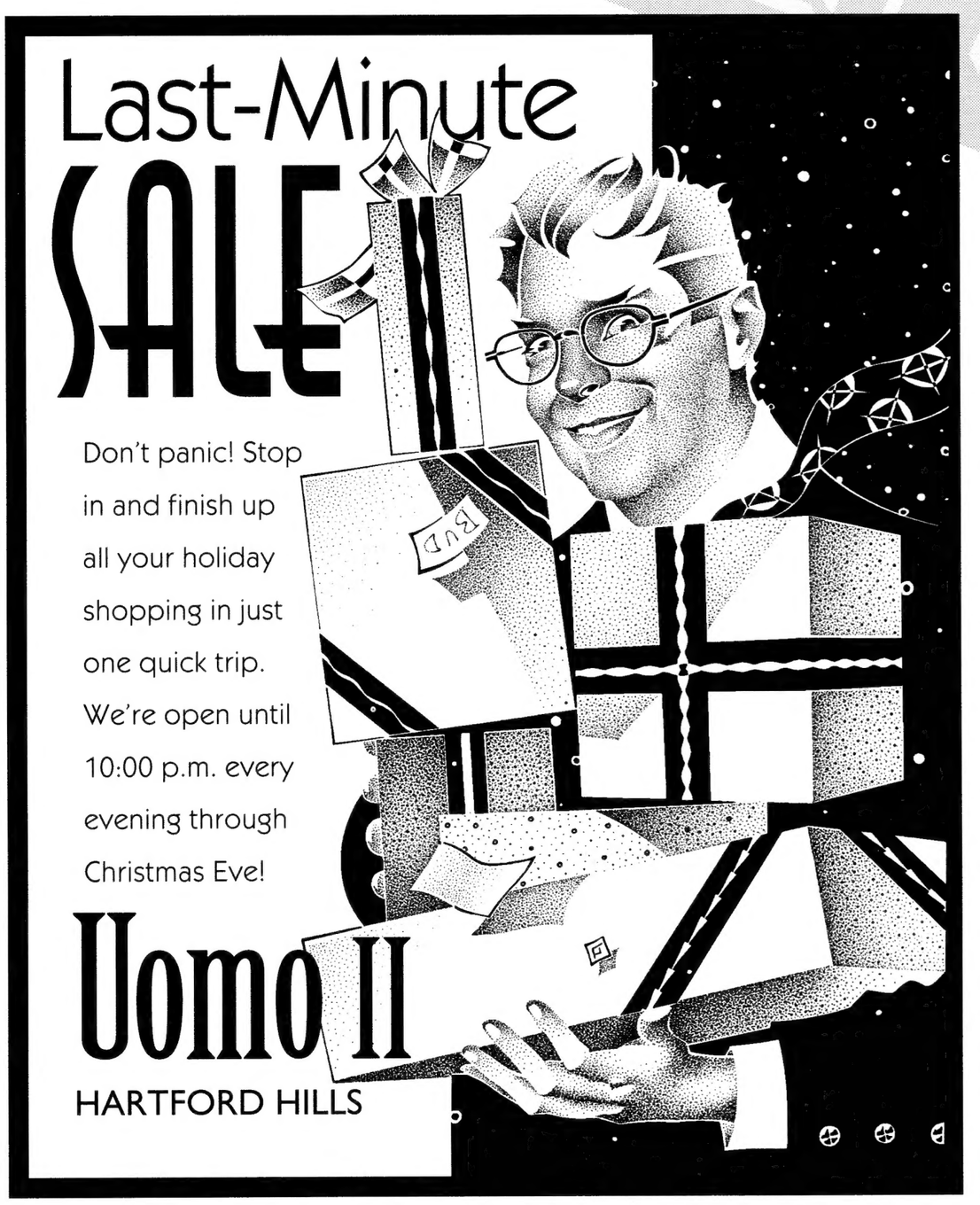
Can't think of a good theme for your sale? Look in your *PMS* five-year index under **Heading** or **Sales** for some great sales ideas suitable for almost any business. Father Time and Baby New Year: 087F1295.TIF; photo: 010P1295.TIF; shopper: 081F1295.TIF; village scene: 047F1295.EPS; carolers: 077F1295.EPS

A casual border was created in a draw program to match the style of the art for the ad at left. The informal typeface (Scratch Plain) used in the headline further complements the art style.

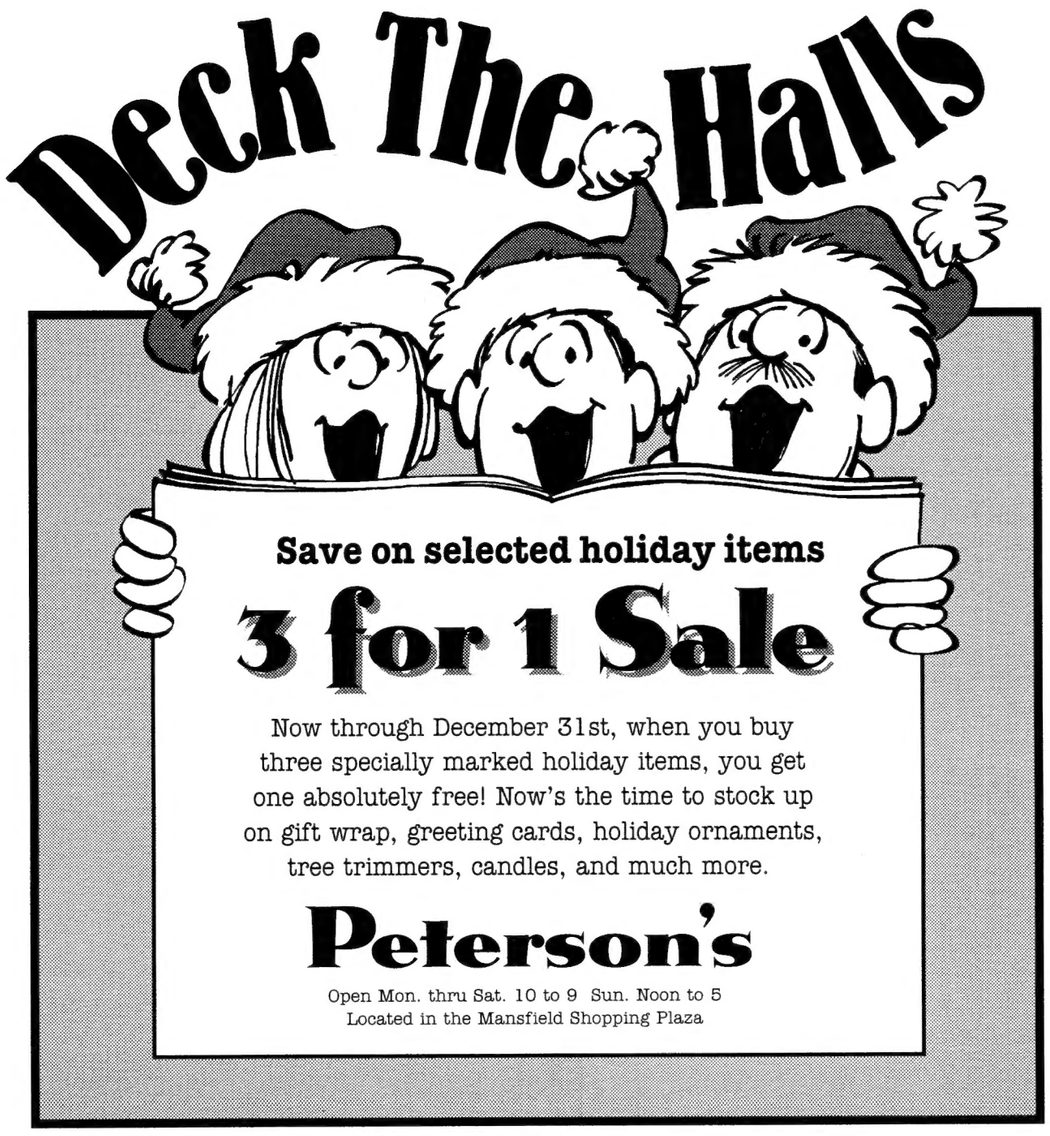


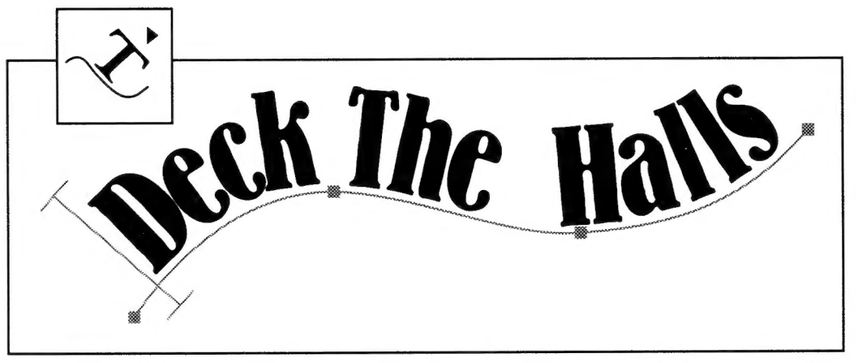
It's easy to screen or add color to photos or other TIFF art in a page layout program. In Quark, first choose Edit, Colors, New, to create your color, then Save. (We used 50% black for the photo on the ad at right.) Next, select the image and choose a color from the Style menu, as shown above.

The heavy black border and bold type on the ad below contrast with the stylized, stippled art. The art was slightly cropped in a draw program.



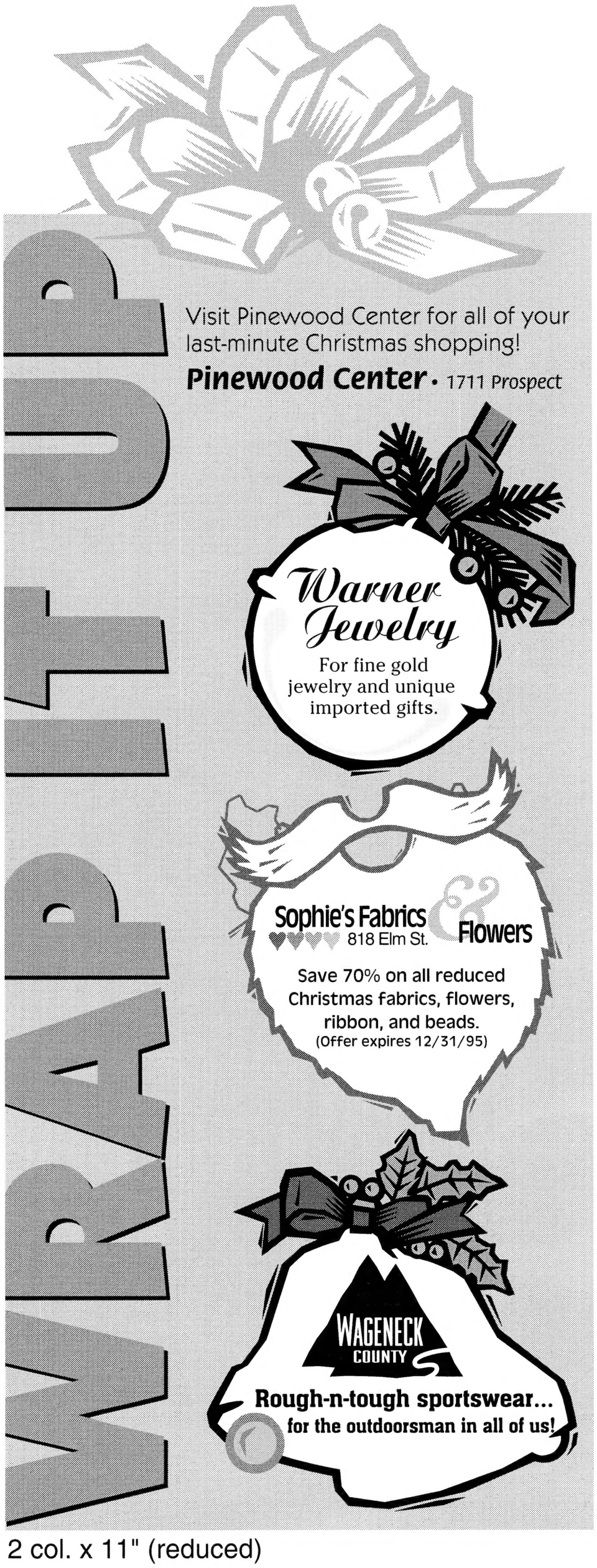
Winter art serves as a texture on the ad above. The ad could easily be created in any page layout program — just draw a white box to create a mortice area for the body copy.





To create the curved headline for the ad at left, the designer first drew a path in Illustrator with the pen tool. Then he clicked on it with the Path Type tool (shown far above) and typed in the headline (as shown directly above).

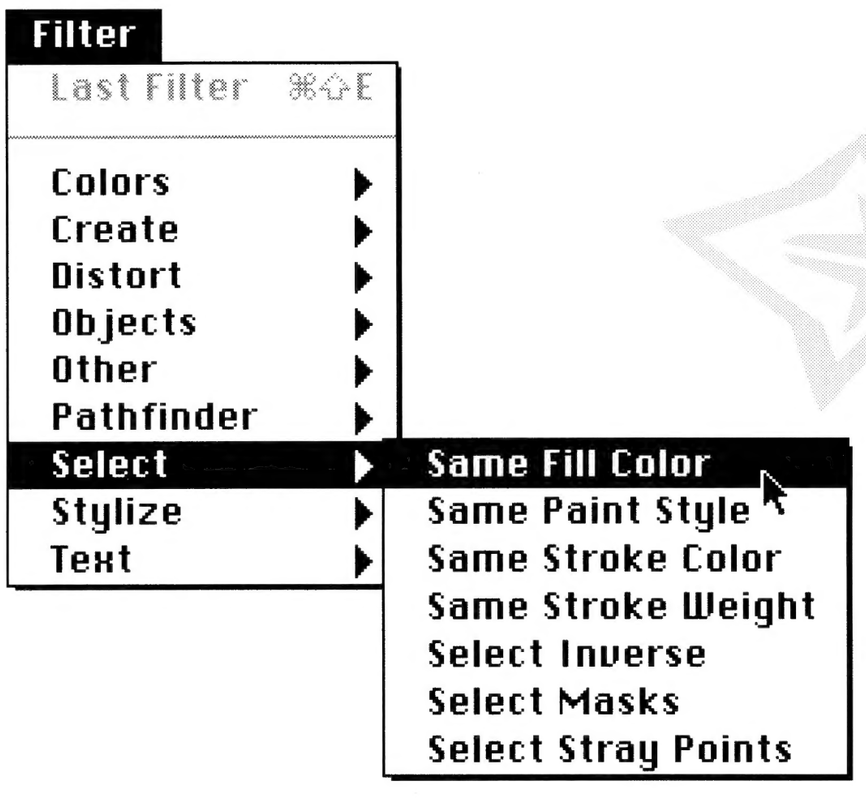
Team Up: Combine your ad with others for extra attention!



2 col. x 11" (reduced)

The three stores featured in the ad at left could have run their small ads on their own in the local newspaper. But those small ads would have been overwhelmed by all the other holiday advertising in the paper. By teaming up and combining the three ads with a simple background, some bold type, and an easily-recognizable holiday element, the single small ads amount to much more. Another benefit: Teaming up with other store owners may mean a larger budget to work with. If it's in the budget, a color background and bow or color type for the ad at left would make it even more attention-getting.

Our designer used three mortices from this issue to frame the logo and text for each store's ad. This way, the large ad looks like one cohesive unit, not three separate ads just thrown together on a background. Jingle bell: 028F1295.EPS; beard: 031F1295.EPS; two bells: 033F1295.EPS; bow: 029F1295.EPS



The designer changed some of the original black fills of the art to grays in Illustrator for the ad at left. The outline of Santa's beard and some other elements were too dark, so to lighten them all at once, she chose Filter, Select, Same Fill Color (as shown above) and changed the fills to a lighter percentage.

Breaking the Law: It can be worth the trouble

It's been said that all rules are meant to be broken. That includes rules about typography — you can break them as long as the end result can be read. When you're working with type, you're trying to communicate. No matter how cutting-edge your type looks, if the reader can't decipher it, then you've failed to communicate. If you choose to break the rules of typography, have someone else look at your finished design. If they can't read it, keep working on it. Some rules you may want to break:

1. Don't add page layout drop shadows to type: Drop shadows generated in a page layout programs can look amateurish. Take the time to add shadows in your bitmap image editing program.

2. Don't mix two sans serif faces: Sans serif faces are usually too similar to have enough contrast. Experiment! See what happens when you mix Helvetica with Futura Extra Bold.

You **can** mix
Helvetica &
Futura Extra Bold

3. Don't force justify type: Go ahead, just make sure it looks good and you don't have rivers of white running through your text. Note: making justified type look good can take time; it's usually easier to set it ragged right. As you can see, this block of text looks fine. And it was easy to set.

6. Don't set type in all caps: Keep your headlines short (no more than four or five words) and increase the letterspacing to add to readability. Notice the legibility of the type below.

ALL CAPS
CAN WORK!

5. Don't squeeze type on the computer: If you're not confident with type, then follow this rule. If you need a compressed or condensed typeface, it's best to invest in a true-drawn one.

Put the
squeeze on

4. Don't stack type: Stacked type can be hard to read, but it can look great and help you squeeze your message into a tight space. Keep it short and make sure it is readable.

TYPE

Welcome to Electronic Print Media Service! Here's how to get the most out of your art.

Numbering Conventions

Each image is identified by a number: for example, 001A0195.TIF.

• 001A0195.TIF: The first 3 digits identify the number of each image on your CD.

• 001A0195.TIF: The letter shows image type:

A: small-space ad: 1- or 2-column (2 1/16" or 4 1/4") layout including art, border and headline.

F: freestanding art: an illustration or heading. Freestanding art varies in size.

S: small TIFF ready-to-go ad at 2 columns (4 1/4") wide.

L: large TIFF ready-to-go ad at 4 columns (8 5/8") wide.

G: EPS ready-to-go ad at 3 columns (6 7/16") wide.

P: grayscale photograph.

C: color image. TIFF color images are provided in two sizes (8" high and 13" high) and may be modified in a paint or photo retouch program; EPS images are 8" high and may be modified in a draw program.
PC users: Color images are provided in RGB mode.
Macintosh users: Color images are provided in CMYK mode in two formats: TIFF and EPS Desktop Color Separations. When you place the separations in a page layout program, you will see five files included in one folder (a linking file and 4 color plates). Place the first file; it links to the color plates when you print. You need all five files to print the image .

D: duotone in two sizes, 8" high and 13" high. A grayscale version 6" high is also provided with a letter P.

T: tab cover. EPS tab covers are 8" high; TIFF tab covers are 8" high and 13" high.

• 001A0195.TIF: These digits identify the month and year of the issue.

• 001A0195.TIF: These letters indicate the file type: TIFF or EPS.

EPS (Encapsulated PostScript®) art is resolution independent: Resolution is determined by your PostScript output device. Reducing or enlarging an EPS image does not affect quality.

TIFF (Tagged Image File Format) art is bitmapped, and resolution affects quality. Grayscale and color TIFFs are provided at 170 dpi. Black and white TIFFs require higher resolution for quality reproduction, so they are provided at 300 dpi. Enlarging a TIFF image lowers its resolution; reducing it increases its resolution.

Christmas Coupon Specials

COUPON
Tiny Tikes Block Sets
Hand crafted wood blocks feature letters, pictures, and colors, and are a great way to help your child learn!
$3.89
Expires 12/31/95
KAHLER VARIETY

COUPON
Xtra-Brite Holiday Lights
Fifty-count miniature light string. Choose from red, white, gold, green, or blue lights, or multi-color.
$2.49
Expires 12/31/95
KAHLER VARIETY

COUPON
Boxed Set Of Kids' Books
Six books in each set. Choose from holiday stories, fairy tales, action stories, or books for beginning readers.
$6.89
Expires 12/31/95
KAHLER VARIETY

Convenient locations:
783 SW. Main St.
9204 N. Parkway Rd.

Hours:
Mon.–Fri. 9–9
Sat. 9–6
Sun. 12–6

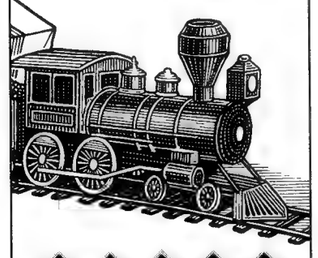
Kahler Variety

"SPECIALS" NOV 94 PRINT MEDIA SERVICE COUPON MORTICE DEC 94 PRINT MEDIA SERVICE

All Aboard
for Holiday Shopping

Lots of great last-minute gift options line every aisle. Stop in today and save!

Nice 'N' Shiny **Garland** $1.49
6-ct. Glass Ball **Ornaments** .. $2.49
Holiday **Tablecloth** $5.99
Wooden **Train Sets** $6.49
Leather-Bound **Diary** $9.49
Silver Plated Hand **Mirror** $8.49
Scenic **Snow Globe** .. $1.49



PARTY PALACE
3487 E. Stuart • 555-8720

Gifts Galore!

You don't have to be Scrooge to save big

Get great gifts for everyone on your list at the lowest prices in town. Choose from quality, brand name fine fashions for women, men, girls, boys, and infants and save from 20 to 50% off regular retail prices.

SALE $49.99 Reg. $59.99
Men's thick, wrap-style terrycloth robes in longer length and fashion colors. In Men's Regular, Extra Large, and Extra Tall sizes.

SALE $29.99 Reg. $38.99
Women's famous-maker holiday sweaters and cardigans. Choose from a variety of styles in Misses, Juniors, Women's, and Petites sizes.

SALE $49.99 Reg. $64.99
Women's brand-name holiday dresses. Choose from classic styles in Misses, Juniors, Women's, and Petites sizes.

SALE $39.99 Reg. $44.99
Men's and Women's all-weather jackets from Fabaray. Choose from windbreaker or stadium jacket styles in unisex sizes.

Newbury's
Northtown Mall • Lee Plaza

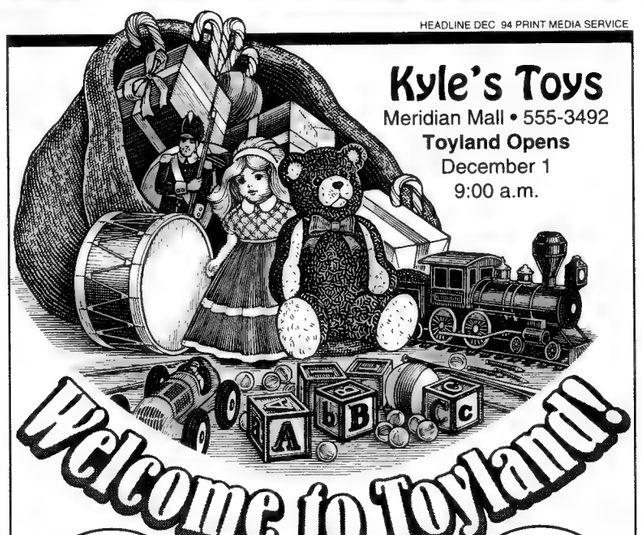
HOLIDAY SALE

Above: Designer replaced letter "O" in "Holiday Sale" lettering with wreath.

HEADLINE DEC 94 PRINT MEDIA SERVICE

Kyle's Toys

Meridian Mall • 555-3492
Toyland Opens
December 1
9:00 a.m.



Welcome to Toyland!

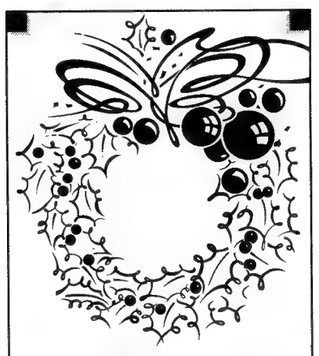
SAVE **20%** on all Brando Building Blocks

SAVE **25%** on all Blippy Game Cartridges

SAVE **15%** on all Chugga Train Sets

ExcellCraft **BOARD GAMES** $8.99
Hillsboro Wooden **CITYSCAPE SETS** $12.79
Dutch Toy **PORCELAIN TEA SETS** $9.39
Action Town **ACTION FIGURES** $19.99
Hillsboro Wooden **PULL TOYS** $5.99
Kroyola **PAINT SETS** $3.99
Stickelmaier **ART SETS** $7.99
Cuddly **PLUSH TOYS** $5.99
Toyco **LETTS** $9.99
Tuff Stuff **TRUCKS** $12.99
Kitco **MODEL CARS** $5.99
Willi Porcelain **DOLLS** $19.99
Speed Driver **CAR SETS** $7.99
Playtime Picture **DOMINOES** $8.99
LETTS $9.99

HEADLINE DEC 93 PRINT MEDIA SERVICE



A Holiday Alternative

No time to send out cards? Donate to the Holiday Fund instead!

The Holiday Fund helps provide food, shelter, and clothing to those less fortunate at the holidays and all year 'round through the auspices of the North End Mission. Your donation will help make the future brighter for others.

The Herald Times
555-9034

The Gift That Keeps On Giving

With a subscription, they'll know what's going on in the world!

A daily subscription is a great gift for people who want to stay on the cutting edge. They'll get the latest information delivered to their door every morning.

The Herald Times
555-9034

For Kids of All Ages

Find out where to celebrate with the Holiday Update Guide!

The Holiday Update Guide is a daily listing of special holiday events in the area. Look in the Local News section for holiday concerts, plays, open houses, and other great happenings for you and your family.

The Herald Times
555-9034

Holiday
DECORATING HEADQUARTERS

SAVE 25 to 40%
On All In-Stock Indoor and Outdoor Christmas Decorations

Give your home the spirit of the holidays at affordable prices! Through Saturday, find everything you need in one easy stop.

- Artificial Trees
- Christmas Tree Lights
- Tree Ornaments
- Tinsel & Garland
- Nativity Sets
- Outdoor Displays

Michelman
Hobby Warehouse
672 Pioneer • Mon.–Sat. 9–9

"HOLIDAY" DEC 94 PRINT MEDIA SERVICE

Find the very latest best-sellers and lots of other hard-to-find titles at the lowest prices in town!

Books are a great gift for just about everyone on your gift list. Choose from a huge selection of fiction, do-it-yourself, romance, science, history, hobby, art, psychology, science fiction, spy, and craft titles at savings of 20 to 50% off regular retail prices.

KRT Books
4572 Brook Dr. • 555-3411

WINTER WONDERLAND of Savings

Now through Saturday save on selected winter merchandise.

Save 10–25% in every department on clothing for women, men, girls, and boys, accessories, jewelry, housewares, electronics, linens, jewelry, luggage, stationery, and more!

Hurry! Quantities are limited, so shop early for the best selection. This sale ends Saturday.

Pennington's
Northgate Mall • Open daily 9–9

SURPRISE THEM

with a lasting gift of jewelry!

Now through December 24 save

30–55%

on a special gift for that special person. Choose from neckchains, earrings, rings, pins, watches, and much more at great savings!

Kircher Jewelers
Hillside Mall • Open daily 9–9

Over the river and through the woods...

...to a fabulous dinner we go!

It's a hectic time of year, and you would love a home-cooked meal, but who has the time? We do! Bring the family in for one of our delicious daily dinner specials. You deserve it!

Main Steet
RESTAURANT
4562 West Main

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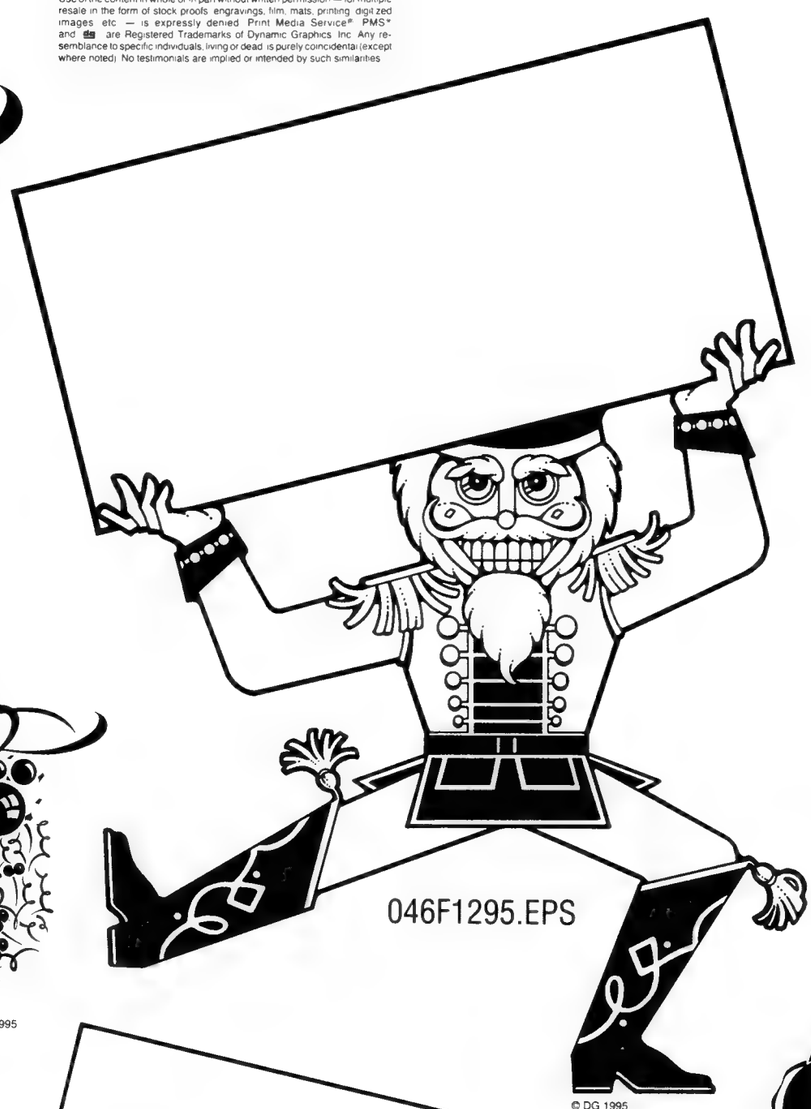
052F1295.EPS



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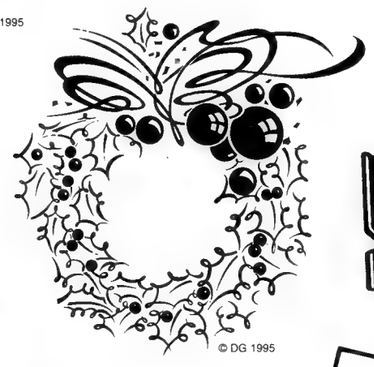
049F1295.TIF



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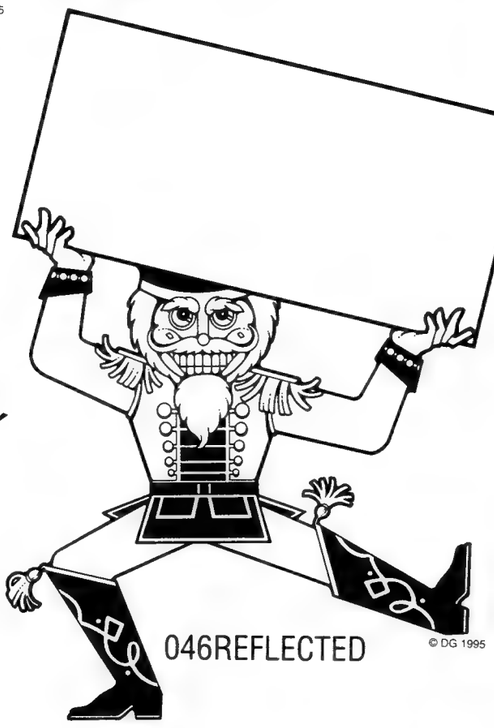
051F1295.EPS



046REFLECTED

050F1295.EPS

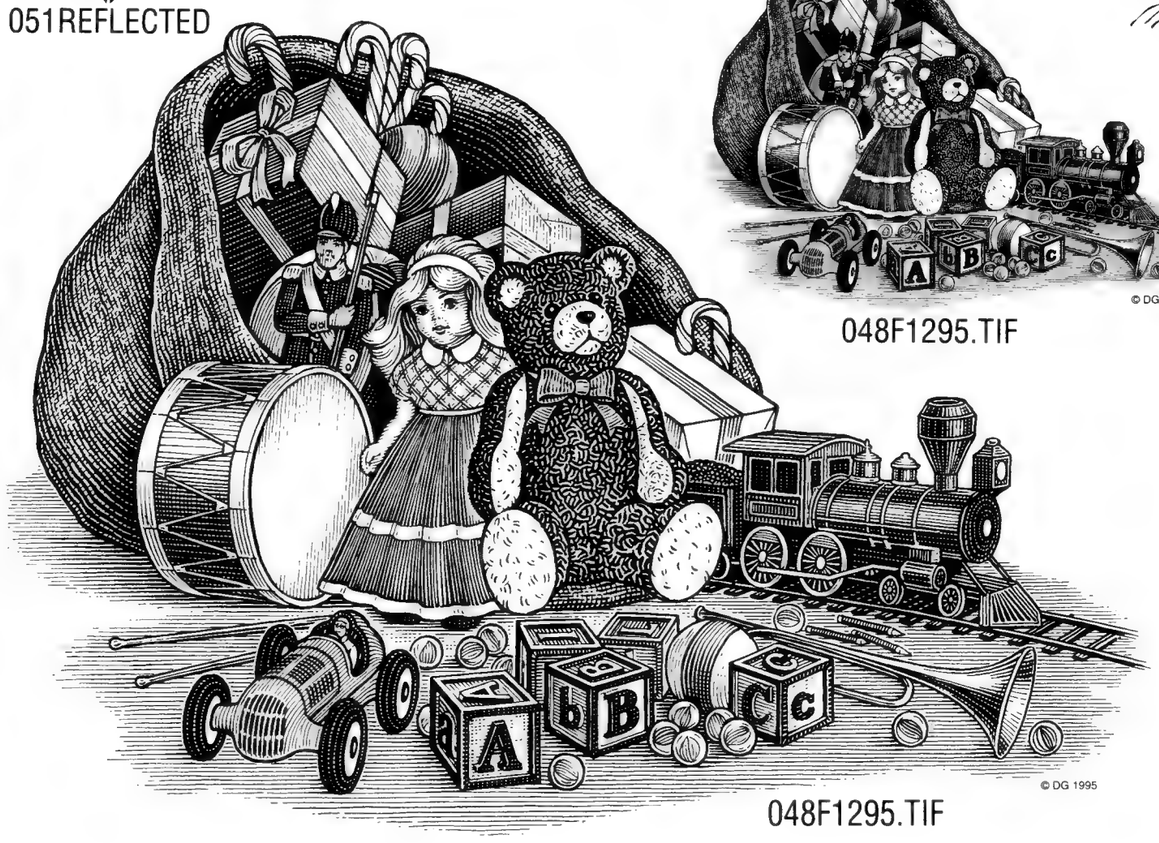
049REFLECTED

047F1295.EPS

051REFLECTED

050REFLECTED

048F1295.TIF



048F1295.TIF

047F1295.EPS

Note: Numbers identify images for Electronic PMS subscribers.

HEADLINE DEC 93 PRINT MEDIA SERVICE

POINSETTIA DEC 94 PRINT MEDIA SERVICE

The endless wish list

Those l-o-o-o-n-g wish lists are easy to fill when you know where to shop. Get the highest quality and the lowest prices right here!

Save 15% On Everything

Sale ends this Sunday!

Wellingtons

452 South Peru St. • 555-7645

Our Holiday Wish to You

Here's hoping you have a happy, healthy holiday!

If you need help doing basic daily chores, we're just a phone call away.

- Cooking • Cleaning • Transportation
- Laundry • Errands • Companionship
- Pet Care • Appointment Setting

The Senior Service
8274 S. Remi • Call 555-9800

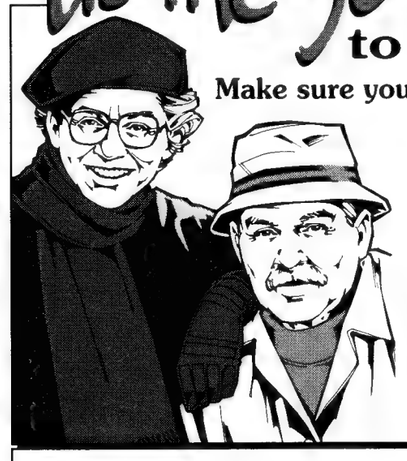
You CAN make last-minute holiday shopping easier!

Through this Saturday, find incredible price reductions on a large selection of merchandise in

20% Off Any In-stock

HEADLINE NOV 93 PRINT MEDIA SERVICE

'Tis the Season to be safe



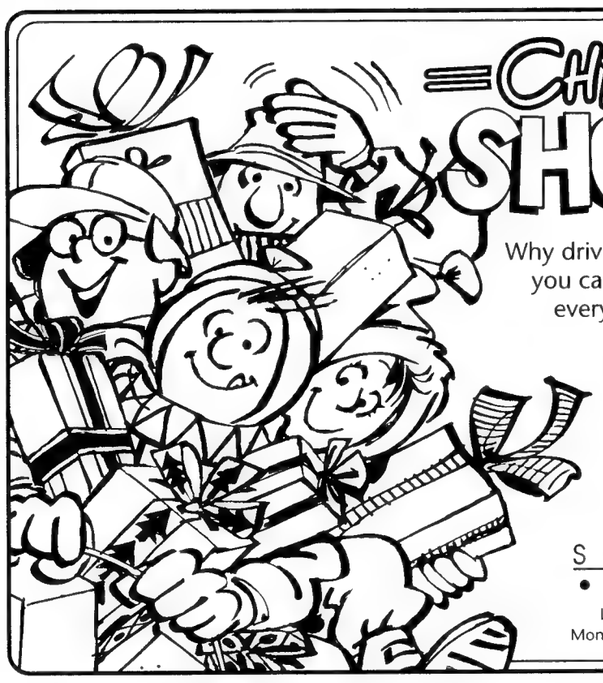
Make sure your car is in good working order *before* you go!

It's that hectic time of the year, and the last thing you need to worry about is your car. Come in for a complete auto safety inspection today.

Oil and oil filter change and chassis lube **$15.99**

Oil and oil filter change, chassis lube, and fluid and safety check **$23.99**

Tom's Auto Service • 345 N. Kirby • **555-3400** Mon.–Fri. 8–6; Sat 8–3



Christmas Shopper

Why drive around all over town when you can find it all in one place? Get everything on your gift list in one quick, convenient stop!

Eat, shop, and be merry!

- The Latest Thing • The Boutique
- The Sub Pub • Johnson Pharmacy
- Men's Trends • Brocklington's
- The Armoire • The Furniture Place
- Bobbi Sue's • A Secret Garden

SOUTHBROOK • MALL •

Located at 2243 Southwest Binkley Parkway
Mon.–Sat. 9 a.m.–9 p.m., Sun. 10 a.m.–5 p.m.

BORDER SHAPE DEC 92 PRINT MEDIA SERVICE

It's Times Like This That Heal The Heart

Cherish the memories you have and look forward to the ones you'll make

Take care of your heart so you can take care of those important people in your life. Exercise, eat right, and have regular physical examinations.

TRI-COUNTY HEALTH CARE ASSOCIATION 3464 S. Fyke • 555-8695

BANNERS MAY 94 PRINT MEDIA SERVICE — SNOWFLAKES OCT 94 CLIPPER

Something For Everyone

Whether It's Dressy Or Casual, We've Got Just What You're Looking For!

Boys' Blue or Black Denim Jackets	$25.95
Girls' Blue or Black Jordan Jeans	$16.95
Women's Sweater Dresses	$35.95
Men's Chino Pants	$25.95
Women's Holiday Dresses	$52.95
Girls' Holiday Sweaters	$18.95
Boys' Dress Pants	$17.95

J. Marsallis Willowcreek Mall

Especially For You

Wild Winter Sale

Find great gifts for everyone on your list and save at this special two-day sales event. This Saturday and Sunday, choose from selected items with prices reduced from

15-30%

Extended Holiday Hours
From Nov. 24 to Dec. 24, we're staying open longer to make Christmas shopping easier!
Mon.–Fri. 8 a.m.–10 p.m., Sat. & Sun. 9 a.m.–9 p.m.

J. Marsallis Willowcreek Mall

For The Ones You Love

Shopping For That Special Gift For That Special Someone?

Stay in style and save. Choose from the latest fashions at the lowest prices anywhere.

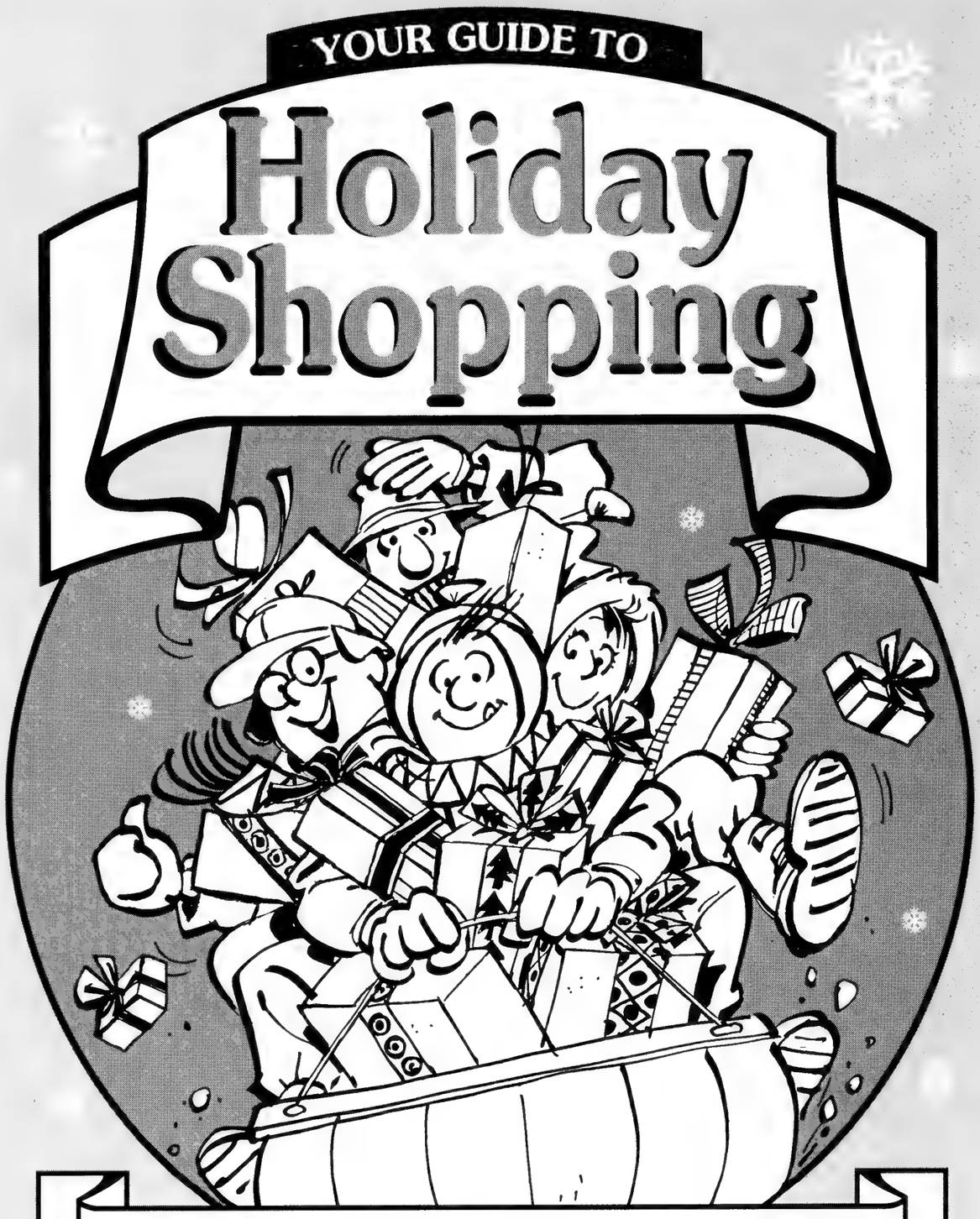
Women's Separates	Boys' Denim Jeans
Men's Dress Pants	Women's Dresses
Girls' Jumpers	Men's Sweaters

J. Marsallis Willowcreek Mall

A Supplement To The Daily Times • Friday, December 8, 1995

YOUR GUIDE TO

Holiday Shopping



Know what you're looking for, but don't know where to find it? Here's a comprehensive list of places to shop in the area.

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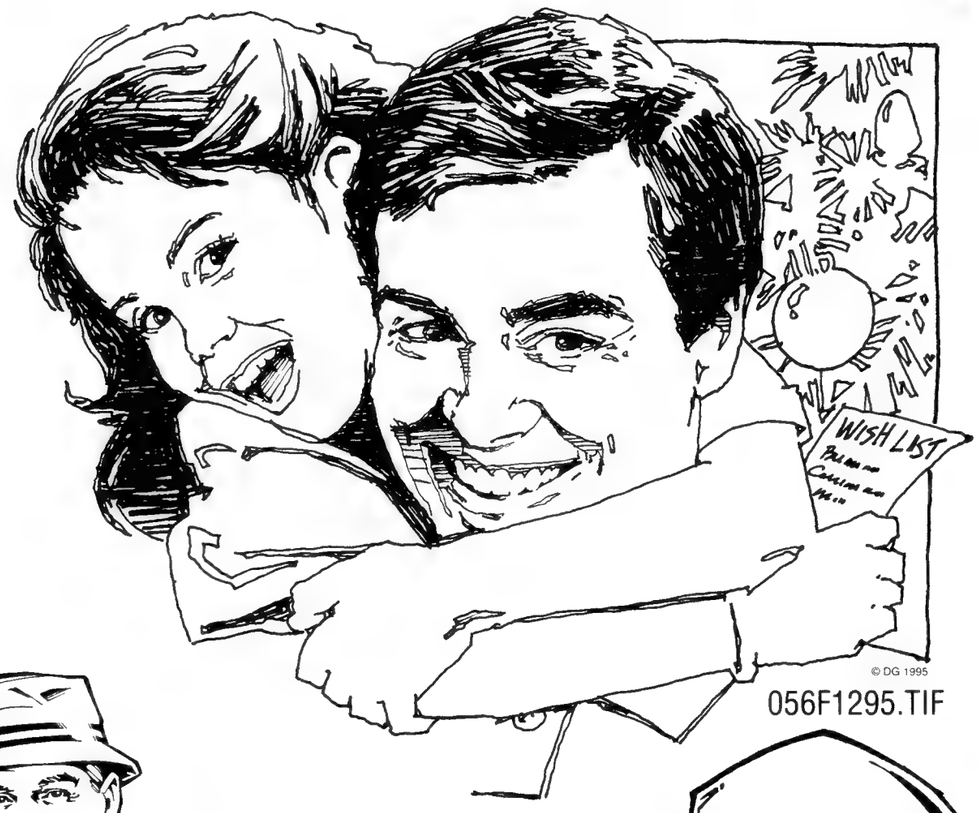

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"PRICE BUSTERS" JUNE 93 PRINT MEDIA SERVICE

TRIM-A-TREE

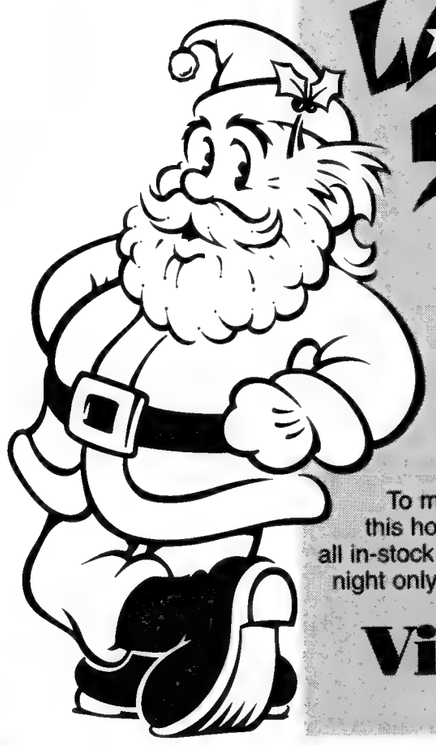
PRICE Busters

Save 20% On All Holiday Tree Trimmings

Buy all your holiday decorating needs at really low prices!

- Outdoor Decor
- Miniature Lights
- Ornaments • Trees • Toppers & Skirts
- Garland • Tinsel

Vidmar Variety
2987 N. Washington



LATE * NIGHT SPECIALS *

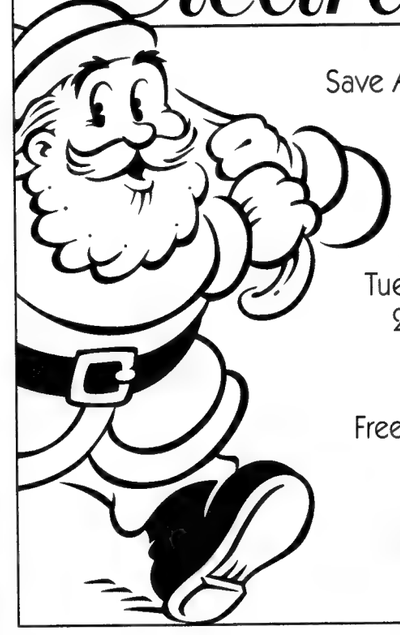
SAVE 20%

On Selected Kids' Toys And Games On Friday, December 15th, From 8 p.m. To 11 p.m.

To make it easier for you to save time and money this holiday season, we're holding a special sale on all in-stock toys, games, and stuffed animals for one big night only. Be sure to shop early for the best selection.

Vidmar Variety
2987 N. Washington • M–S 8–9 • Free Parking

HEADLINE OCT 94 PRINT MEDIA SERVICE



Year-End Clearance

Save A Bundle At Our After-Christmas

SALE

Starting At 8 AM Tuesday, December 26th, find savings of up to 60% on all holiday items. Free coffee 'til noon!

Vidmar Variety
2987 N. Washington

Attention All Santas

Last-Minute Gifts Are Now 20 to 50% Off

Take advantage of super savings in every department storewide!

Choose from a wide selection of gift sets, perfumes, books, craft kits and supplies, sewing supplies, toys, games, stuffed animals, and much, much more.

Vidmar Variety
2987 N. Washington • M–S 8–9

GRAPHIC EMBELLISHMENTS FEB. 95 CLIPPER

In a hurry this holiday season?

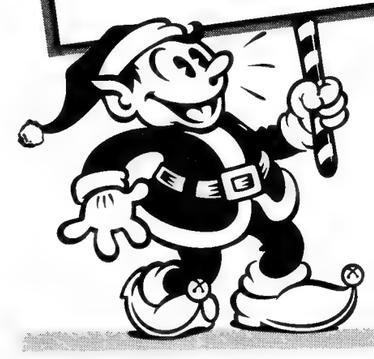
Make it easier on yourself this Christmas. Give a Gift Certificate to those special people in your life!

Vidmar Variety
2987 N. Washington • M–S 8–9

"SANTA'S HELPERS" DEC. 92 PRINT MEDIA SERVICE "SALE" AUG. 93 PRINT MEDIA SERVICE

Santa's Helpers Sale

December 10 thru 16



Take An Extra 20% Off All Gift Wrap, Bags, Bows, And Tags With This Ad

For one big week, save on all in-stock gift wrap and supplies to make your gifts look great. Choose from Tellwalk, Wilson, and Art Stuff paper, bows, bags, ribbon, yarn ties, and much more!

Vidmar Variety
2987 N. Washington • M–S 8–9 • Free Parking

HEADLINE NOV. 92 PRINT MEDIA SERVICE

Sale prices good thru Dec. 24

SANTA'S Specials

Terrific Savings In Every Department!

100-Ct. String Indoor/Outdoor
Christmas Lights..... $2.99

Boxed Ass't. Holiday
Greeting Cards... $3.99

40-Ft. Roll
Curling Ribbon ..99¢

Ass't. Of Holiday
Gift Tags .....89¢

Ass't. Bag Of
Gift Bows $1.99

50-Foot Roll Deluxe
Gift Wrap 99¢

Choice Of Ass't. Decorated
Holiday Tins.... $2.99

5-Ct. Pkg. Ass't. Decorated
Gift Boxes..... $2.59

Extra Large Holiday
Gift Bags $2.39

50-Ct. Pkg. Ass't.
Gift Tags 79¢

Choice, JB
Tiny Toys .. $1.39

Holiday Door
Wreaths ... $6.49

7-ft. Holiday
Garland ... $4.99

6-Ct. Box
Votives $1.79

8-Ct. Box
Tapers $2.69

Tin of Fireplace
Matches ... $1.99

Choice Of Ass't.
Gift Bags 99¢

Santa Says, "Save Big With Us!"

Our Holiday Hours Are Monday through Sunday from 8 a.m. to 9 p.m. through December 31st.

Vidmar Variety
2987 N. Washington • Free Parking

"HOLIDAY SHOPPING LIST" NOV 94 PRINT MEDIA SERVICE

WE CAN HELP WITH YOUR

Holiday Shopping List

Got a lot of different things to find on your Christmas list? Then start here! You'll find a wide variety of merchandise to fill almost all of your holiday needs. Special extended hours make holiday shopping easier than ever before!

Vidmar Variety
2987 N. Washington • M–S 8–9 • Free Parking

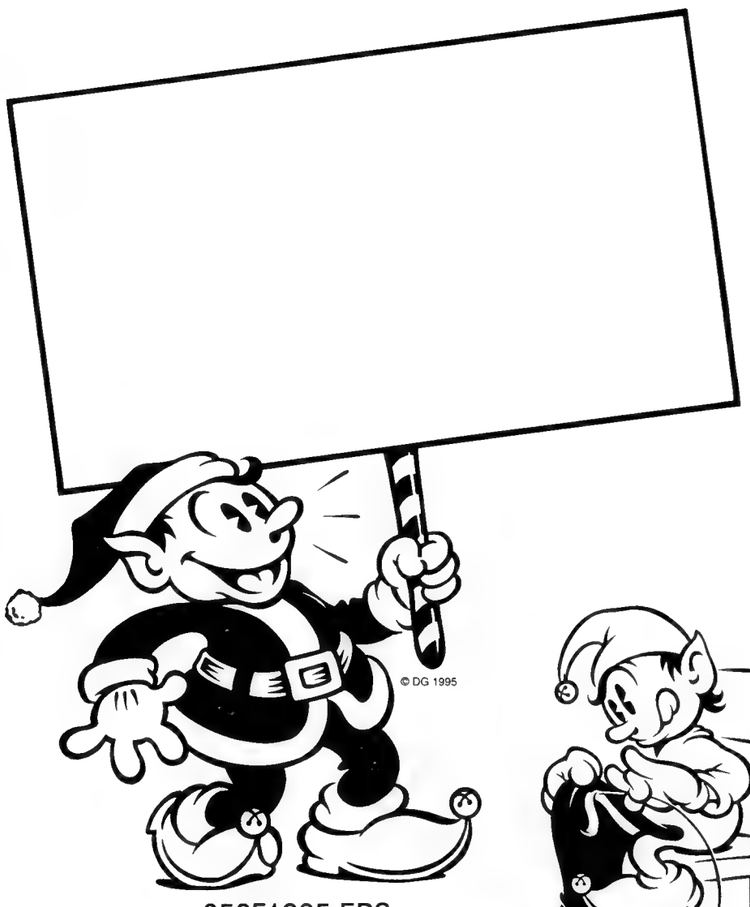
"SANTA APPROVED" SEAL DEC. 92 PRINT MEDIA SERVICE

Above: "Santa Approved" seal from Dec. 92 *Print Media Service* altered by deleting original art, adding new Santa art from this issue.

"HOLIDAY" DEC. 94 PRINT MEDIA SERVICE "TREATS" NOV. 93 PRINT MEDIA SERVICE

Old-fashioned hard candy is a great holiday treat! We have a wide variety for you to choose from.

Vidmar Variety
2987 N. Washington • M–S 8–9



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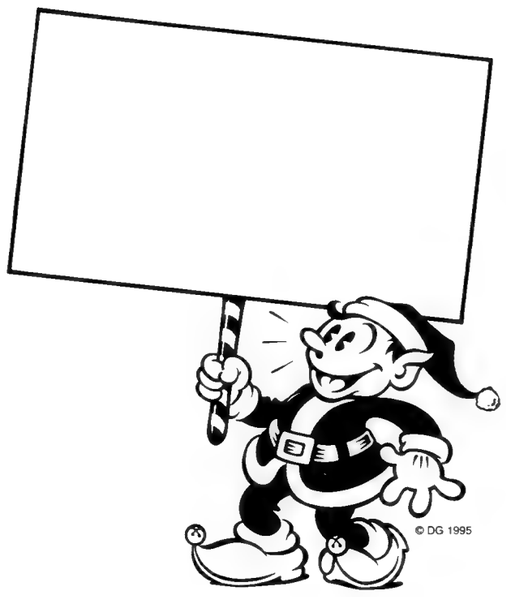

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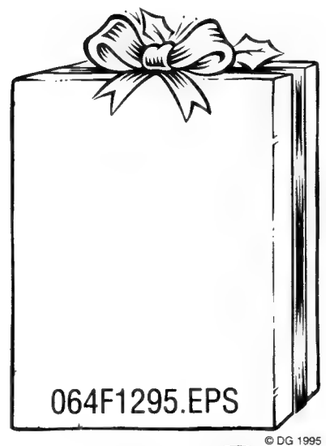

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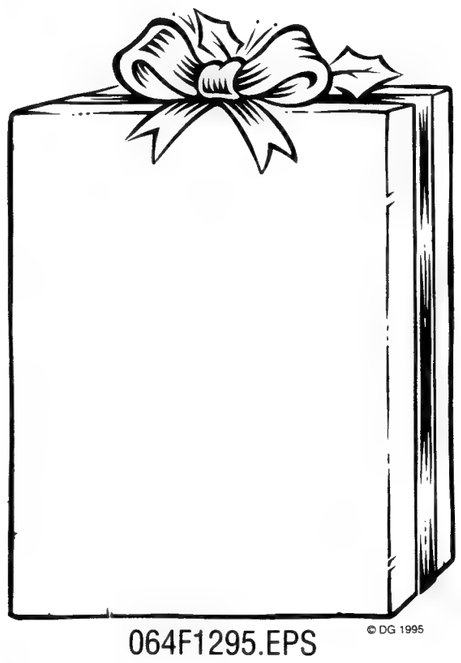

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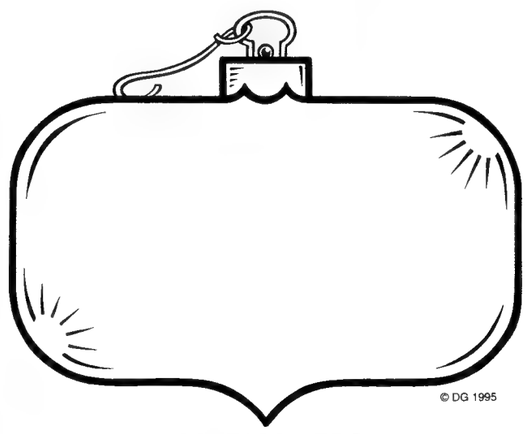

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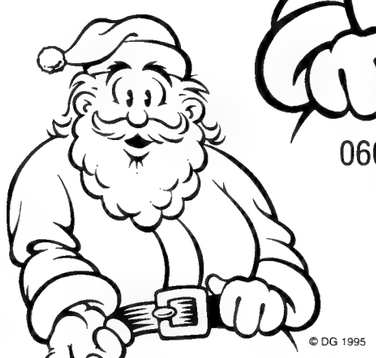

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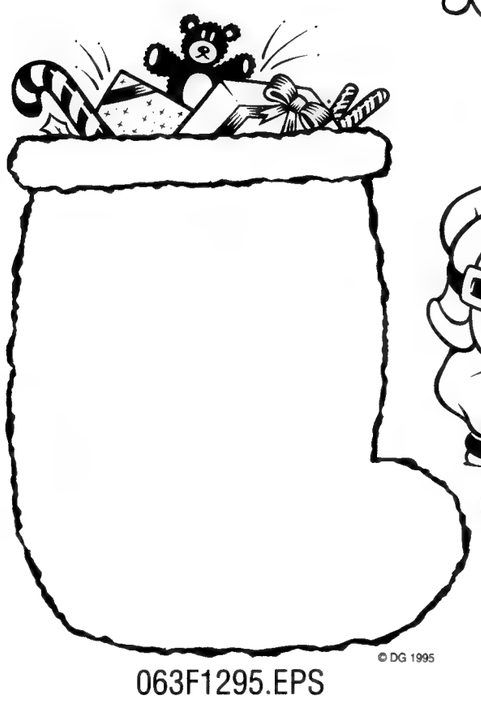

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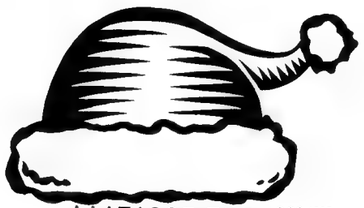

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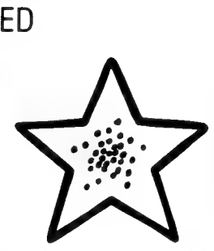

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Note: Numbers identify images for Electronic PMS subscribers.

BURST AUG 92 CLIPPER

WRAP UP HOLIDAY SHOPPING WITH

Super Discounts On All Coats

WONDERFUL

Winter Sale

Bundle Up And SAVE!

25% discount on just about EVERYTHING in every department

Senior citizens are special to us. That's why they save an extra 10% every Wednesday!

Take advantage of our deferred holiday billing. Buy now and you make no payment until February 1996!

SALE ENDS DECEMBER 24

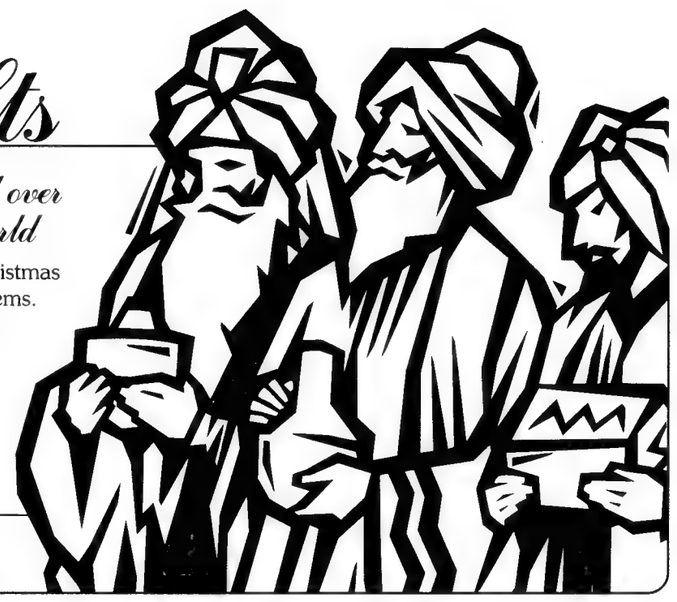
Cunningham
COAT FACTORY
Southgate Mall • Minerville

Gifts
from all over the world

Make it a memorable Christmas with one of our special items.

- *Perfume Bottles • Bubble Bath*
- *Romantic Books • T-Shirts*
- *Victorian Sachets • Candles*
- *Chocolate • Gourmet Coffee*

Karol's Gift
EMPORIUM
141 Big Hollow • M–S 8–5



HEADLINE, "HAPPY HANUKKAH" DEC 85 PRINT MEDIA SERVICE

May the Festival Of Lights Touch Your Heart.

HAPPY HANUKKAH
Malcome Foods
Peachtree Plaza

You're Invited...

...to our holiday open house

Saturday, December 2 from 1 to 5 p.m.

Enjoy refreshments and sign up for door prizes

Klein & Carter
REALTY

Make A Wise Decision

Do business with the business printer!

- **Fast Copying**
- **Color Printing**
- **Letterhead and Business Cards**

KIP Printing
Rte. 89 & Cherrywood Road

Rejoice!

The Lord has come

Here's our wish that you and yours have a blessed, joyous holiday season.

Premier Publishing
408 Mount Vernon
Ph. 555-3400

Joyous NOEL

Holiday Mass Schedule

Christmas Eve at 5:15 p.m. and 10:00 p.m.

Christmas Day at 7:00, 9:00, and 11:00 a.m.

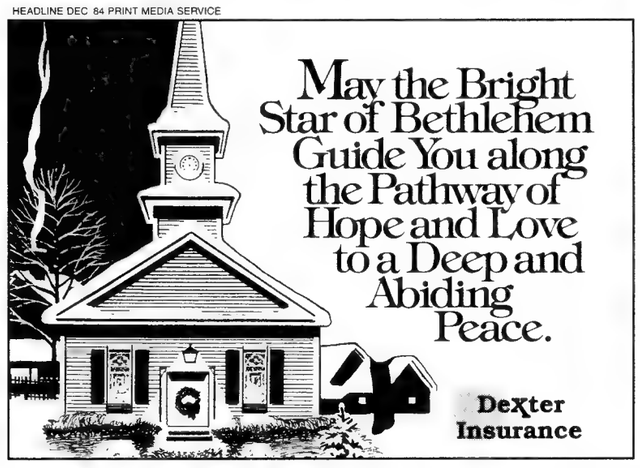
The adult choir will sing at the 10:00 p.m. Christmas Eve Mass, and the children's choir will sing at the 11:00 a.m. Christmas Day Mass.

St. Mary's Catholic Church, Kickapoo

HEADLINE DEC 86 PRINT MEDIA SERVICE

The demonstration layouts on this page feature lettering and a variety of graphic embellishments from this and previous issues of *Print Media Service* and *Clipper Creative Art Service*. Every illustration or piece of lettering from a previous issue that's used in a demonstration piece is referenced next to the layout it's featured on. To order art from back issues of *Print Media Service* or *Clipper*, call *Art on Demand* at 800-255-8800, ext. 129.

HEADLINE DEC 84 PRINT MEDIA SERVICE



May the Bright Star of Bethlehem Guide You along the Pathway of Hope and Love to a Deep and Abiding Peace.

Dexter Insurance

May your Christmas be bright and filled with delight!

Decorate your home in style!

- *Festive Wreaths*
- *Poinsettias*
- *Fresh Flowers*
- *Silk Arrangements*

Secret Garden
555-2852

THE PERFECT GIFT

Give a gift of lasting elegance with a selection from our large inventory of fine jewelry, china, and crystal. Choose from

- **Rings • Earrings • Bracelets**
- **Watches • Necklaces • More**

Free gift wrapping is available.

Quality and service since 1959.

Johnson Jewelers
Parkway Plaza

© DG 1995

073REFLECTED

© DG 1995

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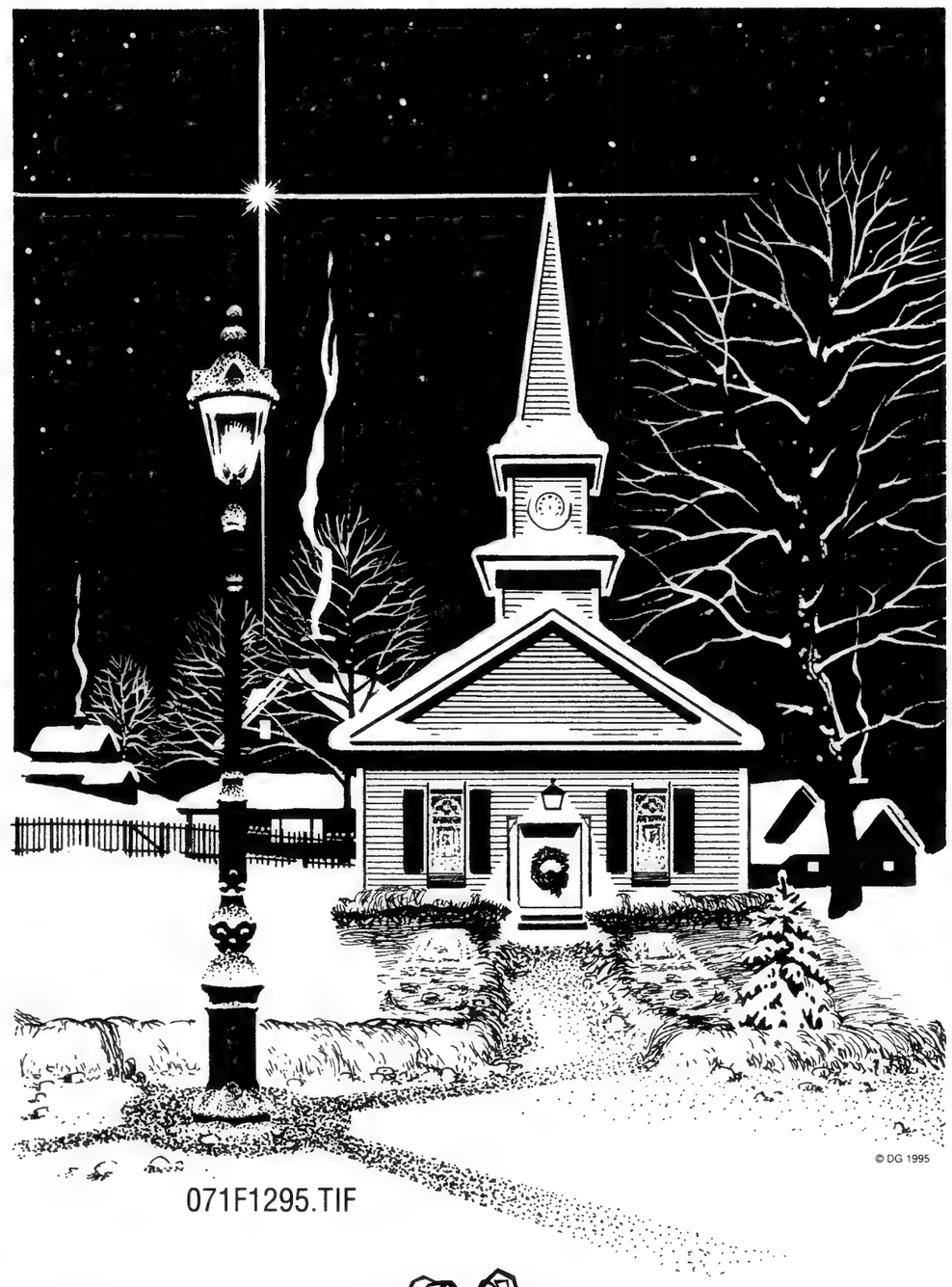
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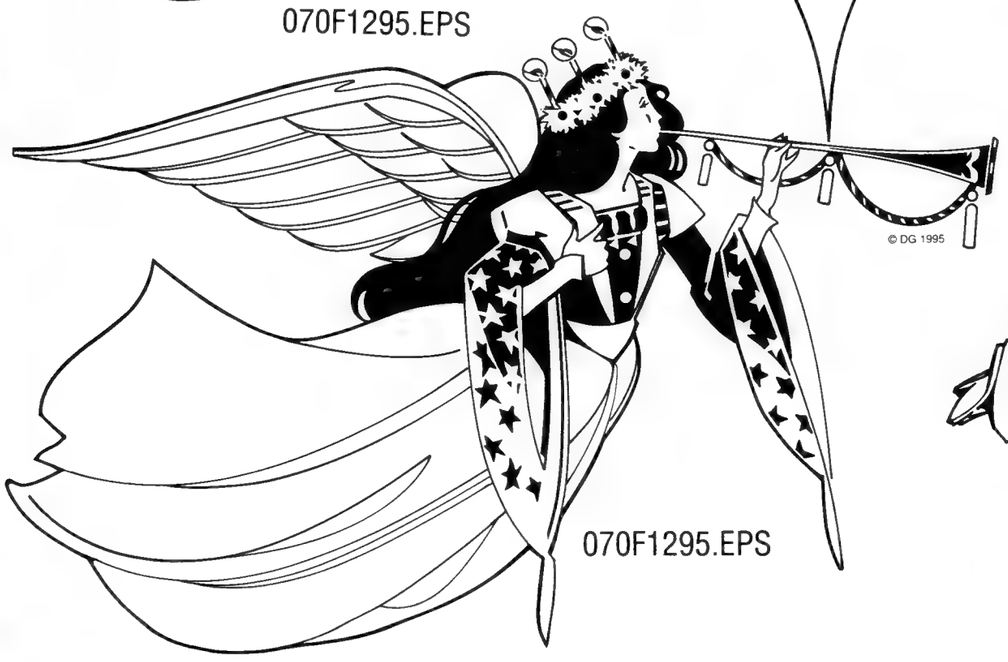
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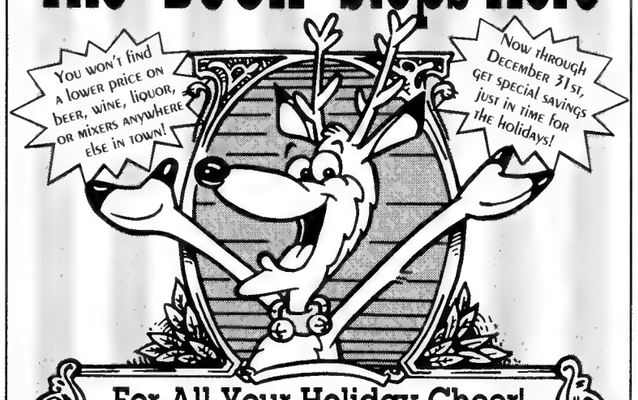
The "BUCK" Stops Here



For All Your Holiday Cheer!

8 oz. Bottle Carlton Vodka	16 oz. bottle Winston Gin	Six-pack Highlands Beer	12 oz. bottle Lantel Creme
$5.49	$8.29	$4.99	$12.99
expires 12/31/95	expires 12/31/95	expires 12/31/95	expires 12/31/95

LAMPTON LIQUORS • 1256 N. Eastlight Ave. • 520 W. Danville Rd.

Christmas Is Just Around The Corner

Don't Get Caught In The Last-Minute Rush!

Look For Great Gift Ideas From These Local Merchants

- Outdoor Bazaar
- The Garden Shop
- Alaine Vogue
- The Fitness Club
- Drury Hair Salon
- Sport Court
- Variety Video
- Floral Corner
- Harris Hardware
- The Coffee Beane
- Kline Optical

Visit Arlington Square today for all your Holiday Shopping!
1609 S. Arlington Rd.

Arlington Square SHOPPING CENTER

Fletcher Automotive

345 S. Palace Ave.

Santa Says "Get The Best Service At The Best Prices In Town!"

During the month of December, take advantage of our Holiday Value Coupons.

Call today to make your appointment
555-5409

TIRE BALANCE/ROTATION
$25.95 Reg. $28.95
• Rotate tires. • Balance wheels. • Check tire pressure. • Inspect tires for wear.
Expiration date 12/31/95 • Please present coupon during write-up.

MINOR TUNE-UP
$39.95 Reg. $49.95
• Install spark plugs. • Inspect filters. • Inspect wires, belts, and hoses. • Check timing and ignition system.
Expiration date 12/31/95 • Please present coupon during write-up.

BRAKE INSPECTION
NO CHARGE Reg. $18.95
• Inspect front and rear pads, rotors/drums. • Check parking brake. • Inspect hoses, fittings, master cylinder, calipers/wheel cylinders, and brake fluid.
Expiration date 12/31/95 • Please present coupon during write-up.

'Tis The Season To Be Saving

Store-Wide Savings All Week Long

Tot's Toys
Climbing Cal. . . .$9.59
Fluffy Fun
Teddy Bear $7.99
8 ct. Box Glass Ball
Ornaments $5.69
100 ct. string Mini
Tree Lights $4.29
Brand X Games
Home Plate. $9.89
Holiday
Gift Bags $1.59
40 ft. roll Curling
Ribbon. $2.39
Decorated
Gift Boxes $1.29

December 17th–23rd

This is the right time to pick up those last-minute Christmas presents, stocking stuffers, and holiday treats.

Brand X Games
Tiny Toys. $1.99
6 ct. box Votive
Candles $4.49
50 ct. pkg. Plastic
Glassware $4.99
100 ct. pkg. Holiday
Paper Plates . . .$2.49
50 ct. pkg. Holiday
Napkins $2.19
Choice of Wooden
Jewelry Boxes . .$9.99
Tarrayton
Calendars $4.99

Mon.–Sat. 9–9, Sun. 10–6
564 W. Harrison Ave.
VAL-U-MART

Celebrate The Season

Store-Wide Savings On Party Supplies For Christmas And New Year's Eve

20% Off · 40% Off · 10% Off · 30% Off · 60% Off · 50% Off

Store Hours:
Mon.–Sat. 9–9
CLOSED SUNDAY

For All Your Party Supplies:
THE PARTY PARADE
1600 W. Schuller Ave.
Phone: 555-3400

Terrific, Tempting & Tasty Treats

You Do The Shopping, We'll Do The Baking.

Order Holiday Party Trays, Cookies, Desserts, And Candies From Our Bakery & Deli

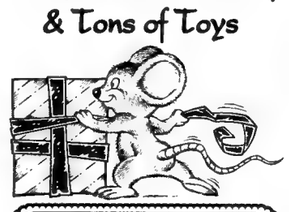
Mega-Mart
123 E. Carpinton Ave.

Twinklers & Tinsel, Tapers & Trimmings...

25% off
Selected Christmas Decorations:
- Tree Ornaments
- Tree Toppers
- Various Garlands
- Silver and Gold Tinsel
- Tree Skirts And More

Mega-Mart
123 E. Carpinton Ave.

Trinkets & Treasures, & Tons of Toys



Stop in And Stock Up On A Vast Variety of Holiday Stocking Stuffers!

Mega-Mart
123 E. Carpinton Ave.

Creating eye-catching ads is easy with *Print Media Service* art! Looking for a specific piece of holiday art or lettering? Check your *Print Media Service Cross Reference Index*. To order art from previous *Print Media Service* issues, call *Art on Demand* at 800-255-8800, ext. 129.

Our Holiday Treat To You

FREE DESSERT OF YOUR CHOICE WITH THE PURCHASE OF ANY DINNER ENTREE.

1894 W. Johnson St.
CRABTREE EATERY
Call-Ahead Seating • 555-9087

▲ **Above:** Candy cane border lifted from shopping deer art and combined with cookies from mouse art to create eye-catching holiday ad frame.

HOLLY SEPT '94 CLIPPER

South Side Mission

You can help us help less fortunate kids stay warm this winter. Donate a new or used-but-nice children's winter coat or jacket and get a coupon for 15% off your next purchase at any Wally World Store. It's a great way to help others and yourself!

Working Together For a Good Claus

Additional Information available. Write to Coats 4 Kids • 1524 East Pheasant Lane Carson City, IA • 45637. Or phone our main office at 555-3486.

Clip & Save Holiday Special
December 16th Only!

25% off your next purchase!

- Fabric
- Ribbon
- Markers
- Ceramics
- Lace
- Yarn
- Silk Flowers • Art Papers
- Home Accents • Hobby Models
- Picture Frames • Craft Kits

While you're here, be sure to register for our winter craft courses, which start January 3. Ask for a complete list of classes and dates when you stop in.

County CRAFTS
7684 S. Juniper St. • Phone 555-7649

Advertised Prices Good December 3rd–9th

Deck The Halls

With The Sights And The Scents of the Season!

SUPERMART

Gourmet Favorites

1 lb. pkg.
Gourmet Flavored Coffee.....$3.99

Specials of the Week

20 ct. box
Reggio Greeting Cards.....$2.69
12 ct. pkg.
Self-Stick Gift Bows.....$2.39
8 sheet pkg.
Tissue P...
bag

© DG 1995

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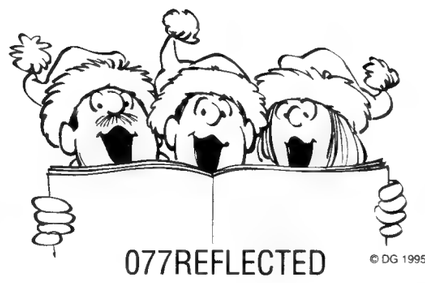
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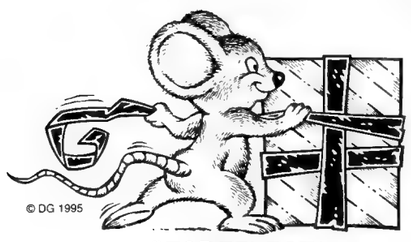
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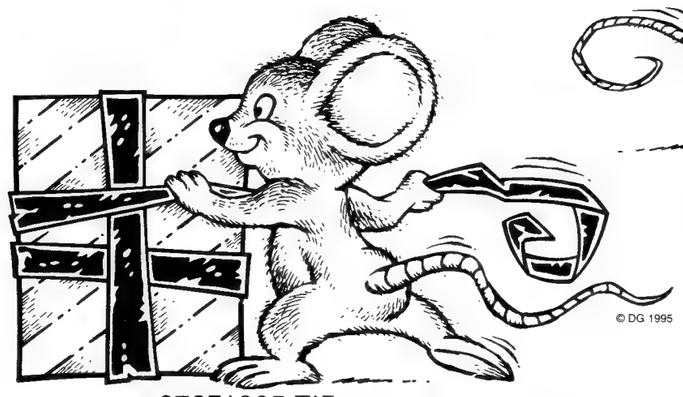
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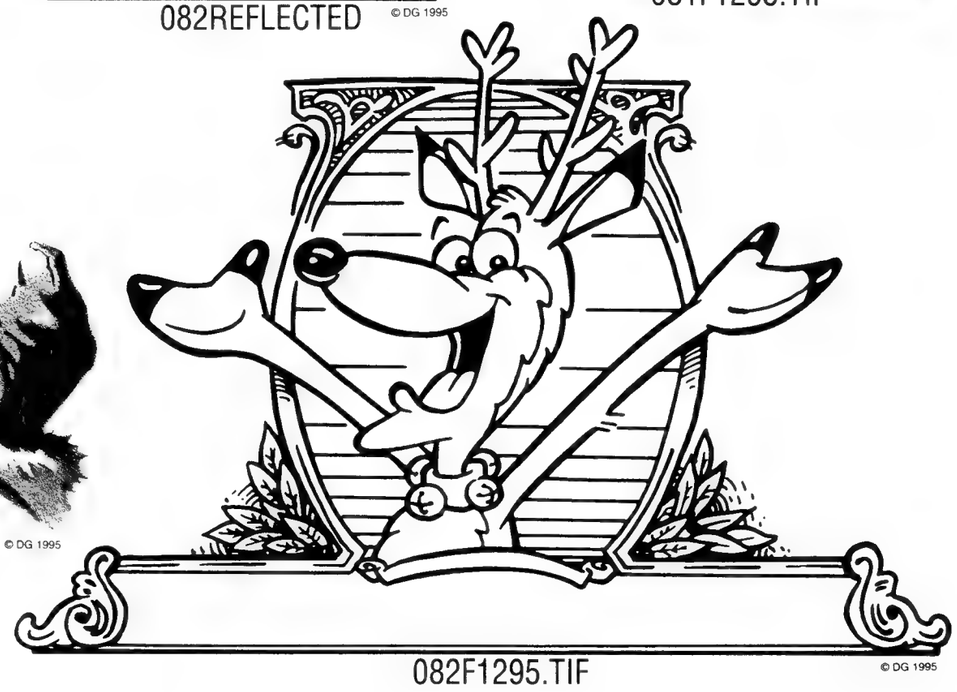
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"CELEBRATE" SEPT. 92 PRINT MEDIA SERVICE "SAVINGS" JUNE 93 PRINT MEDIA SERVICE

CELEBRATE Savings

SALE DECEMBER 17–23

$15.95 Miss Fit Jeans
Petites, Average, and Talls

$9.95 Little Bit Jeans
Boys' and Girls'

40% off Men's, Women's, and Children's Outerwear

$35.95 Carrington Dresses
Misses and Women's

$45.95 All Weather Jackets
Men's and Women's

$10.95 Wearwell T-Shirts
Crew or v-neck 3-pack

$15.95 Manley Chinos
Regular, Big, and Tall

FREE BALLOONS FOR THE KIDS

Special Savings Hours
M–S 9–9 Sun. 11–8

SAVING PLACE
Hillcrest Mall

HEADLINE JAN. 94 PRINT MEDIA SERVICE TEDDY BEAR SEPT. 93 CLIPPER

Sale Days
Friday thru Sunday
Dec. 28th–Dec. 30th

Oh, Baby
WHAT A SALE!

30% off Toddle Kidz Play Wear

40% off Tuff Stuff Sweat Suits

25% off Winter Stock
Monday–Sunday, 9:00 a.m.–9:00 p.m.

Ted E. Bear
801 Mundy Ave.

"BARGAINS" AUG. 94 PRINT MEDIA SERVICE BALLOONS, NOISEMAKERS, CONFETTI DEC. 94 PRINT MEDIA SERVICE BURST AUG. 92 CLIPPER

BAG SOME NEW YEAR'S BARGAINS

Hurry! This super sale ends Saturday!

50-ct. pkg. plastic **Glasses**	$1.85
50-ct. box plastic **Utensils**	$1.65
100-ct. pkg. **Paper Plates**	$1.29
50-ct. pkg. **Napkins**	$1.38
Holiday paper **Table Cloths**	$2.95
2-roll pkg. colored **Streamers**	$1.25
20-ct. pkg. **Balloons**	$1.85
Holiday **Banners**	$2.55
20-ct. pkg. **Party Hats**	$3.85
10-ct. pkg. **Party Horns**	$2.75
10-ct. pkg. **Party Favors**	$3.35
20-ct. box **Invitations**	$2.45

50% off Halvorsen Partyware

Need some ideas for your party? Ask our consultants!

Your Place For Every Party Supply Need!

The Party Place
2317 E. Monroe • M–S 9–8

HEADLINE DEC. 93 PRINT MEDIA SERVICE

HAPPY NEW YEAR!

Romance The Night Away

What a wonderful way to welcome the new year. Just the two of you in downtown's finest luxury hotel. Check in New Year's Eve and swim, sauna or shop. Join us for a relaxing dinner for two at Carnie's. Then, put on your dancing shoes and attend the gala party in the ballroom that lasts until 3 a.m. Relax on New Year's Day starting with breakfast served in your room followed by a free cable movie, or lounge around the indoor pool. For the sports enthusiast, we have a big screen TV in Donner Lounge for your enjoyment. Check out late in the afternoon, and have a safe trip home.

One night's stay in a suite, dinner, New Year's party, and breakfast-for-two for

$150.00

Accommodations are limited. Call 555-4300 by December 20th to make your reservations.

Concord Hotel
Madison & Fifth Street

The Night Before

Start your evening with us!

For your dining pleasure, we have a full menu to choose from. Begin with your choice of delicious hors d'oeuvres, then an enticing entree, and end with one of Chef Paul's unforgettable desserts.

New Year's Eve Special
Lobster Dinner for Two

Dinner includes appetizer, salad, choice of potato or rice, entree, and champagne. $55.95

Monticello Inn
1723 S. Windham • 555-2823

AFTER Christmas SALE

December 26, 27 & 28

Christmas is over! So, for three days only, all holiday merchandise is priced at an incredible

50–75% OFF

Choose from decorations, partyware, ornaments, gift sets, wreaths, wrapping paper, and more!

Buy One, Get One Free
Wentworth
Boxed greeting cards, gift wrap, and bows
(Limit three per customer with this coupon.)

Vidmar Variety
2567 S. University Ave.
Daily 9–9

HEADLINE DEC. 94 PRINT MEDIA SERVICE BURST AUG. 92 CLIPPER

HOLIDAY SPARKLERS

Open until 1:00 a.m. through the holidays

Premiere **Whiskey**	$8.85
Bolla Bolla **Wine**	$7.25
Stalinaya **Vodka**	$8.85
Wenger **Brandy**	$9.45
Tinsmore **Gin**	$7.35
Almodovar **Rum**	$6.75
Reichert **Schnapps**	$6.45
Pepe Wine **Coolers**	$4.85

Mahvelous Champagne $9.95

Enter our *GETAWAY SWEEPSTAKES* and you could win a luxury cruise to Antigua!

Savmor Liquors
809 W. Main St.

AUG. 93 PRINT MEDIA SERVICE

Good Buy '95 Sale

40% off all Van Mar Formal Wear

Fashionable Formals
Westlake Plaza

Treat for two

Join us New Year's Eve for an evening of dining and dancing

7:00 p.m.–3:30 a.m.

Featuring a four-course dinner and dancing to music by The Big Swing Band. Party favors, hors d'oeuvres, and champagne included in this low price.

$50 per couple

Reservations required.

The Knight Club
530 Main St.
555-9485

New Year CASH BACK SALE

Samson Motors

Get Up To $800 Cash Back On Selected Models

1996 Konno Sportser
Was $24,295
Now $18,275

Great Used Car Values, Too!

1996 Tonda Runabout
Was $14,295
Now $10,275

2.9% APR

1996 Rykio Mentor
Was $13,295
Now $8,275

1996 Tonda [illegible]gon

1996 Konno Van

"NEW YEAR" JAN. 95 PRINT MEDIA SERVICE BALLOONS JULY 93 PRINT MEDIA SERVICE

1-STOP Shopping

Marlayna Cards & Gifts
"Something for every occasion!"

Mom's Bakery
"Homemade goodness."

Costner Shoes
"We fit your style!"

His Closet
"Classic clothing for men."

Missy Miss Dresses
"Look good affordably."

Open
M–F 10–9
S&S 12–6

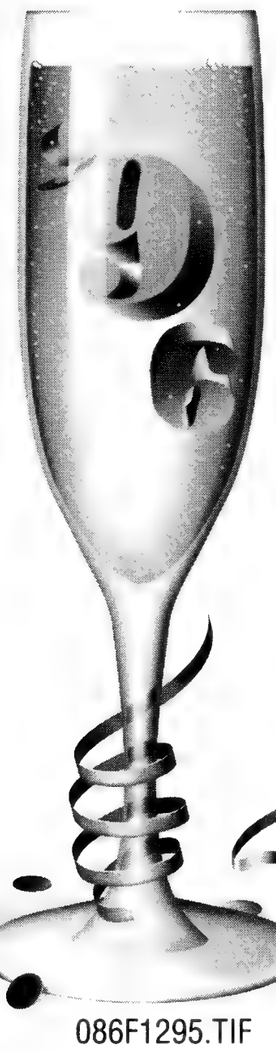
Southtown MINI MALL
East & North St.

Here's to your future

The future is now! It's time to travel and have fun.

Now that you're retired, it's time to make the most of your time together. Let one of our associates make all the arrangements for your vacation of a lifetime. Now for a limited time, save **10%** on travel packages. Stop in or call us today to find out more.

ANDREWS TRAVEL AGENCY
Semolina Centre • 555-7968



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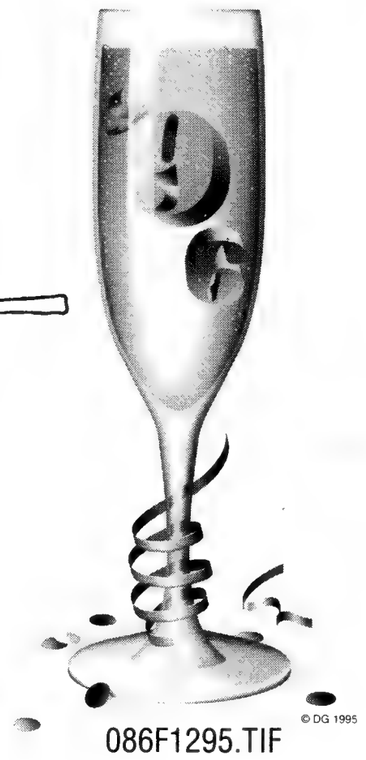

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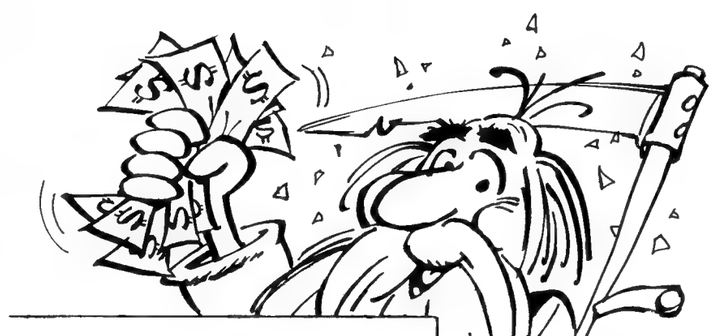

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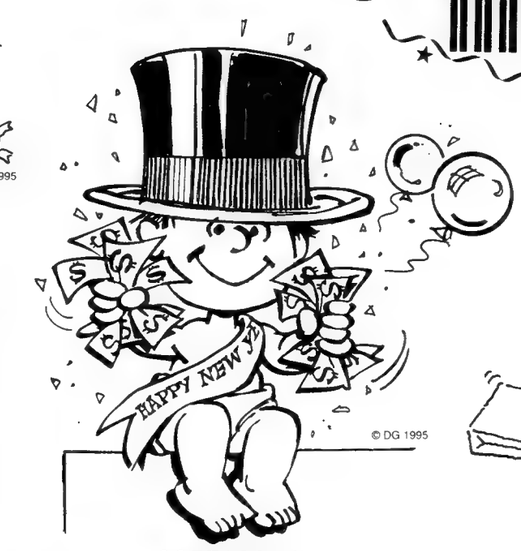

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Dazzle 'em this Christmas!

WOMEN'S APPAREL

Choose from classically styled holiday coordinates and dresses from designers like Anne Hutchison, Nadia Fox, Karen Austin, Glamour Acre, Pennington Mary, & Company, and many more.

Selected items now reduced **20–40% off**

ACCESSORIES

Incredible price reductions on classic and funky fashion shoes, purses, wallets, totes, backpacks, sunglasses, gloves, hats, scarves, belts, cufflinks, jewelry, and more!

Selected items now reduced **15–50% off**

JEWELRY

Complete your holiday look or find a terrific gift from the large select on of pierced and clip-on earrings, ear cuffs, watches, necklaces, bracelets, rings, pendants, pins, and more.

Selected items now reduced **25–75% off**

bloomington's

1137 Brookside Dr M - S 10 - 9

AFTER-CHRISTMAS Wrap-Up Sale

Hurry! This clearance sale ends Saturday

It's time to stock up for next year's holiday season. Find markdowns of 50–75% on all remaining holiday decorations, wrapping paper, and greeting cards.

Brite Lite, 32-ct. string
TREE LIGHTS $1.99

Just Because, 15-ct. box
HOLIDAY CARDS $2.99

Fire Lyte, 20 ft. holly
GARLAND $2.19

Holly's single stem holiday
SILK FLOWERS $1.09

Sparkly, 100-ct. box
TINSEL $1.29

WaxWorks 6-ct. box votive
CANDLES $1.99

SAVE AN ADDITIONAL 10%
on all holiday merchandise when you present this ad at checkout time

Lee Variety

3472 N. Meridian St. • Hours: Mon.–Sat. 8–8, Sun. 12–6 • Free parking next to store

The Magic of Christmas

Share special holiday moments with family and friends. Use the coupon below and get a second set of prints - FREE!

COUPON

2 for 1

Order one set of color prints and get a second set at no extra charge

Quality Photo

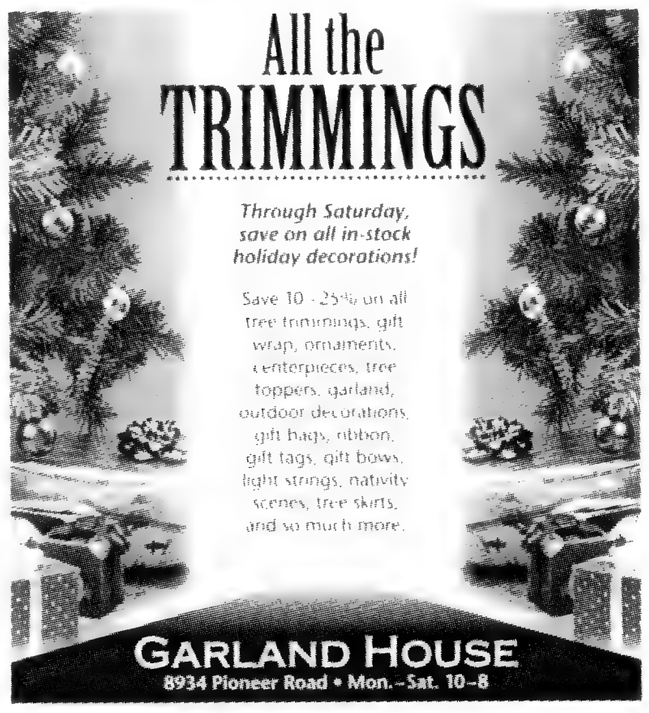
SAVE **20%** every day on in-stock toys

Christmas WISH LIST

PULL TOYS	$5.99
PAINT SETS	$2.99
TRAIN SETS	$15.99–$34.99
STUFFED BEARS	$8.99
FASHION DOLLS	$9.99
GAME CARTRIDGES	$15.99
PLAY BRICKS	$12.99
MODEL KITS	$7.99–$34.99
CAR SETS	$7.99–$31.99

TOYLAND
NORTHPOINT PLAZA

All the TRIMMINGS



Through Saturday, save on all in-stock holiday decorations!

Save 10 - 25% on all tree trimmings, gift wrap, ornaments, centerpieces, tree toppers, garland, outdoor decorations, gift bags, ribbon, gift tags, gift bows, light strings, nativity scenes, tree skirts, and so much more.

GARLAND HOUSE
8934 Pioneer Road • Mon.–Sat. 10–8

IT'S A WRAP

Supplement to The Herald
Sunday, December 3, 1995

- The Clothesline
- Crafter's Cove
- Pennington's
- Wax Worx
- Ground Gourmet
- Winston & Sons
- Kircher Travel
- Electronics Place
- Larsen's
- Streamers
- The Poppy Patch
- El's Hair Boutique
- Linens & More
- The Final Touch
- Nora's Gift Shop
- Belle Boutique
- Cards 'N' More
- Bennington Hall
- New Attitudes
- Glass Parrot

5672 Northpoint

Park Mall

HELP!

When the holidays get hectic, call us for help.

555-4636

It's the holidays, and you've got your hands full. Now is the time to call us for help! Whether you need someone to pick up groceries, presents, or dinner, someone to wrap gifts or make deliveries, or someone to clean house before the big party, the help you need is just a quick phone call away. Call us today!

▼ Errands & More ▼

3402 S. Lakeland Dr. • Bonded & Insured

Hurry in for the best selection!

Calling all Santas

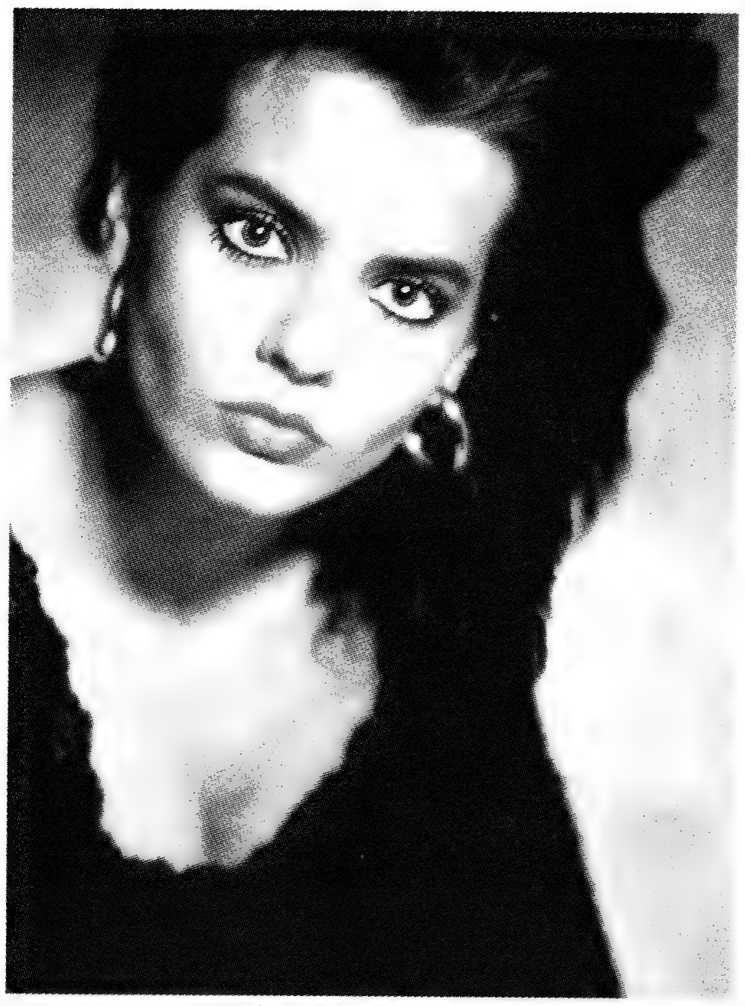
Whether you're shopping for a great gift for a child, teen, or adult, we have the perfect book!

Give a gift that will keep giving for years to come - a book. Choose from a wide selection of history, romance, fiction, children's, do-it-yourself, hobby, craft, sci-fi, mystery, humor, self-help, gardening, and more titles.

15 - 25%
savings every day!

KRT Books

568 High Street • 555-3411 • Open daily 9 - 9



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THIS ART IS
PRE-SCREENED. SIMPLY
SHOOT AS LINE ART.

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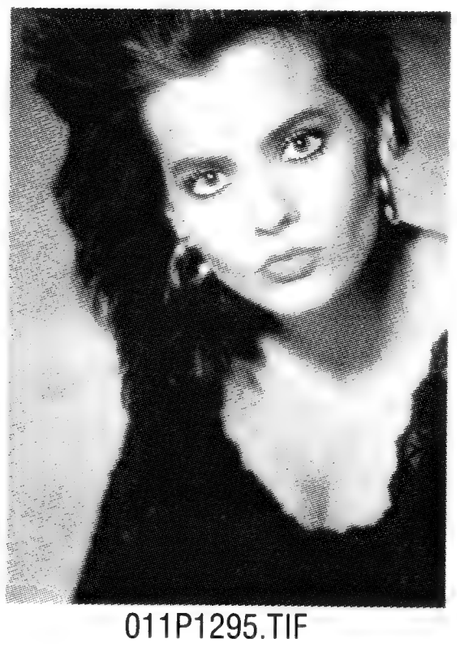

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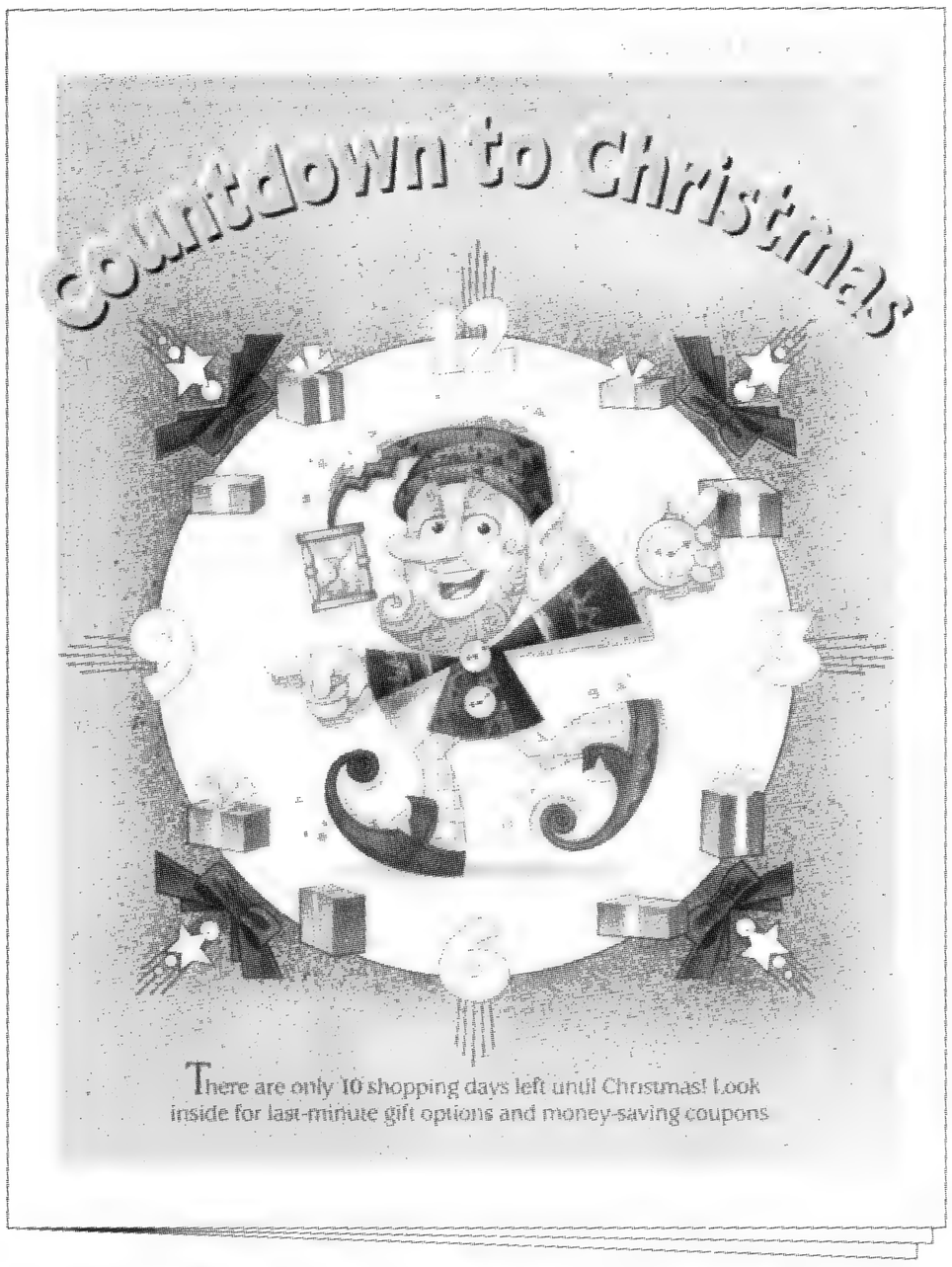
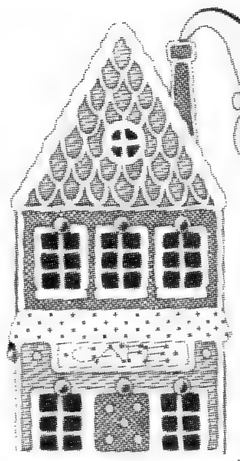




Season's Greetings

You, our loyal customers, are the secret to our success. Thank you for doing business with us again this year!

We wish you a safe and happy holiday season, and a prosperous new year.

Schumacher & Sons Realty
3288 South Pyatt • 555 4356

Print Media Service color separations don't have to be printed in full color. You can use just one of the plates to print in black or another color, or use two of the plates to create a duotone. On the example shown left, the cyan plate is printed in black.

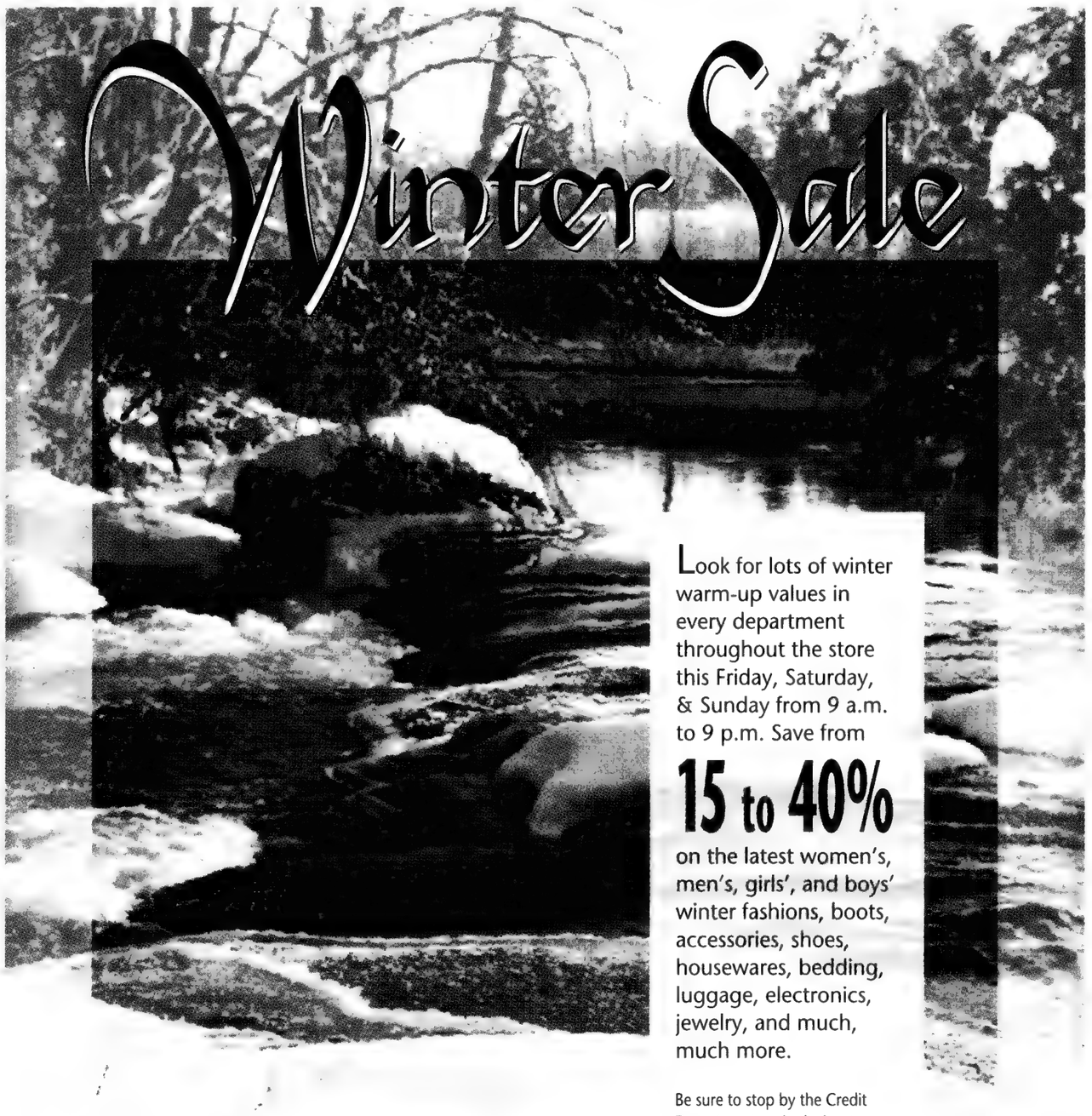
Christmas OPEN HOUSE

Saturday, December 16th, 1:00 to 4:00 p.m.

Join us for an afternoon of reading and refreshments and save up to 50% on our already low book prices.

Find great books for just about everyone on your gift list. Choose from titles in • Mystery • Romance • History • Fiction • Biography • Children's • Do-It-Yourself • Sports • Humor • Reference • Hobbies

Alexander Books
132 S. Main • 555-8075
Mon.–Sat. 8–9, Sun. 11–5



Look for lots of winter warm-up values in every department throughout the store this Friday, Saturday, & Sunday from 9 a.m. to 9 p.m. Save from

15 to 40%

on the latest women's, men's, girls', and boys' winter fashions, boots, accessories, shoes, housewares, bedding, luggage, electronics, jewelry, and much, much more.

Be sure to stop by the Credit Department and ask about our special No-Payment, No-Interest 'Til February Credit Plan.

Cunningham and Company
677 North Lincoln Street Mon.–Sat. 10–9, Sun. 11–6 • 555-8900

YEAR-END SALE

Kentwood
Electric Range
$499

Major Appliance Clearance Sale
This Weekend Only: Friday thru Sunday, Dec. 15, 16, and 17

Stellarama 800 Watt
Microwave
$179

TruView Stereo
Big Screen TV
$789

Find super bargains on quality, brand name appliances
• *Dishwashers* • *Washers & Dryers*
• *Refrigerators* • *VCRs* • *Freezers*

No interest for one year with a $500 minimum purchase!

90 DAYS SAME AS CASH

Power Electric
4882 S. Main • 555-2344

Open: M–F 9–5, Sat. 9–2

Warmest wishes

Happy Holidays

Special Holiday Savings In EVERY DEPARTMENT

Friday, December 15th

Save from 15 to 50% on terrrific gift items in every department. From 8 to 10 a.m., get an additional 10% discount on all your purchases.

VOGLER'S VARIETY MART
4698 North Lincoln

Make Your Home A Holiday Showplace

Creating a festive holiday atmosphere with trees, wreaths, poinsettias, decorations, candles, gifts, and more!

FREE delivery

Holiday Table Centerpieces
$16.99

Poinsettias 20% off

the Flower House

Have a Merry Christmas!

Cable

Now's the time to take advantage of our *Holiday Basic Cable Installation Special*

When you donate $10 to Gifts For Kids, you'll receive FREE INSTALLATION

Offer ends Dec. 31.

Quality Cable, Inc.
Penn Ave • 555-9085
Hrs. M–F 9–5

BLACK PLATE

003D1295.EPS (Large Format) 004D1295.EPS (Small Format) 004P1295.TIF (Gray Scale)

COLOR PLATE

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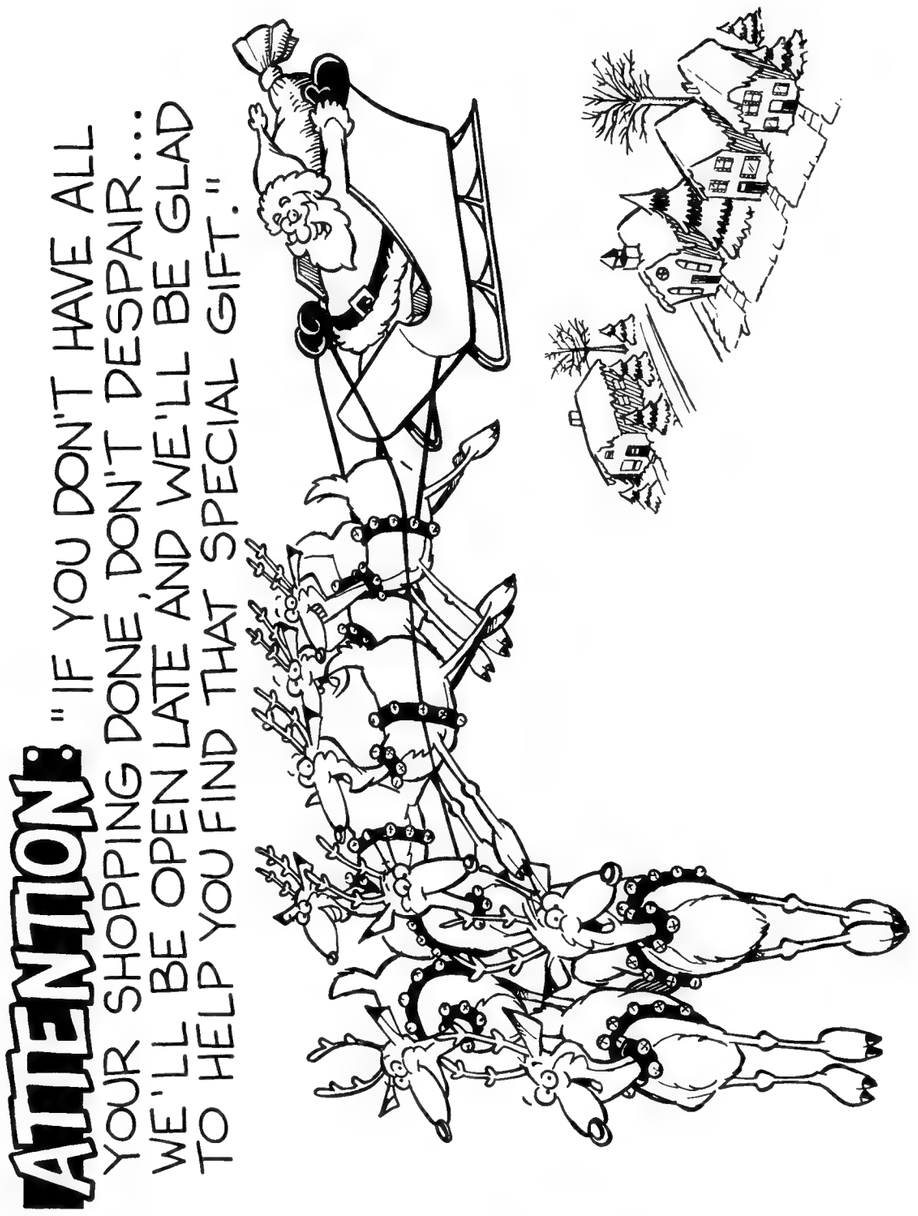

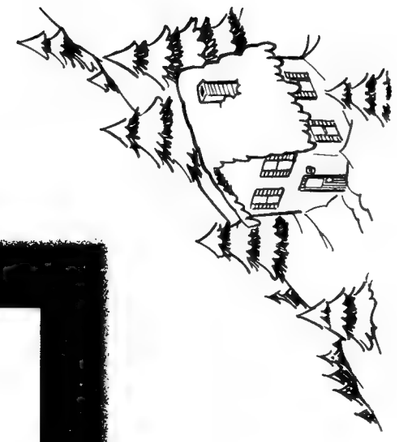

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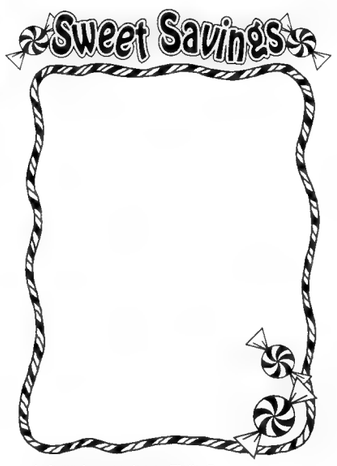

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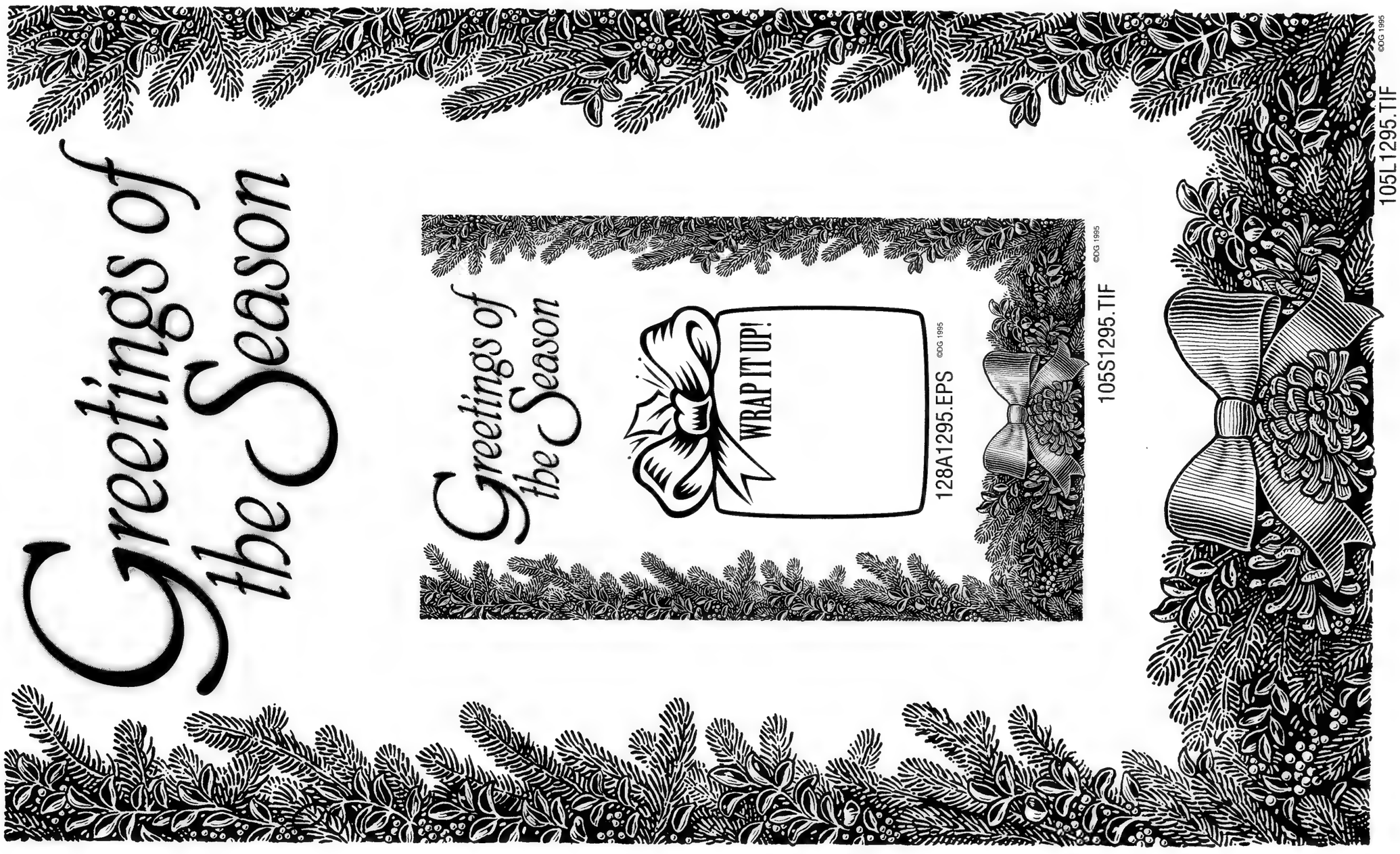

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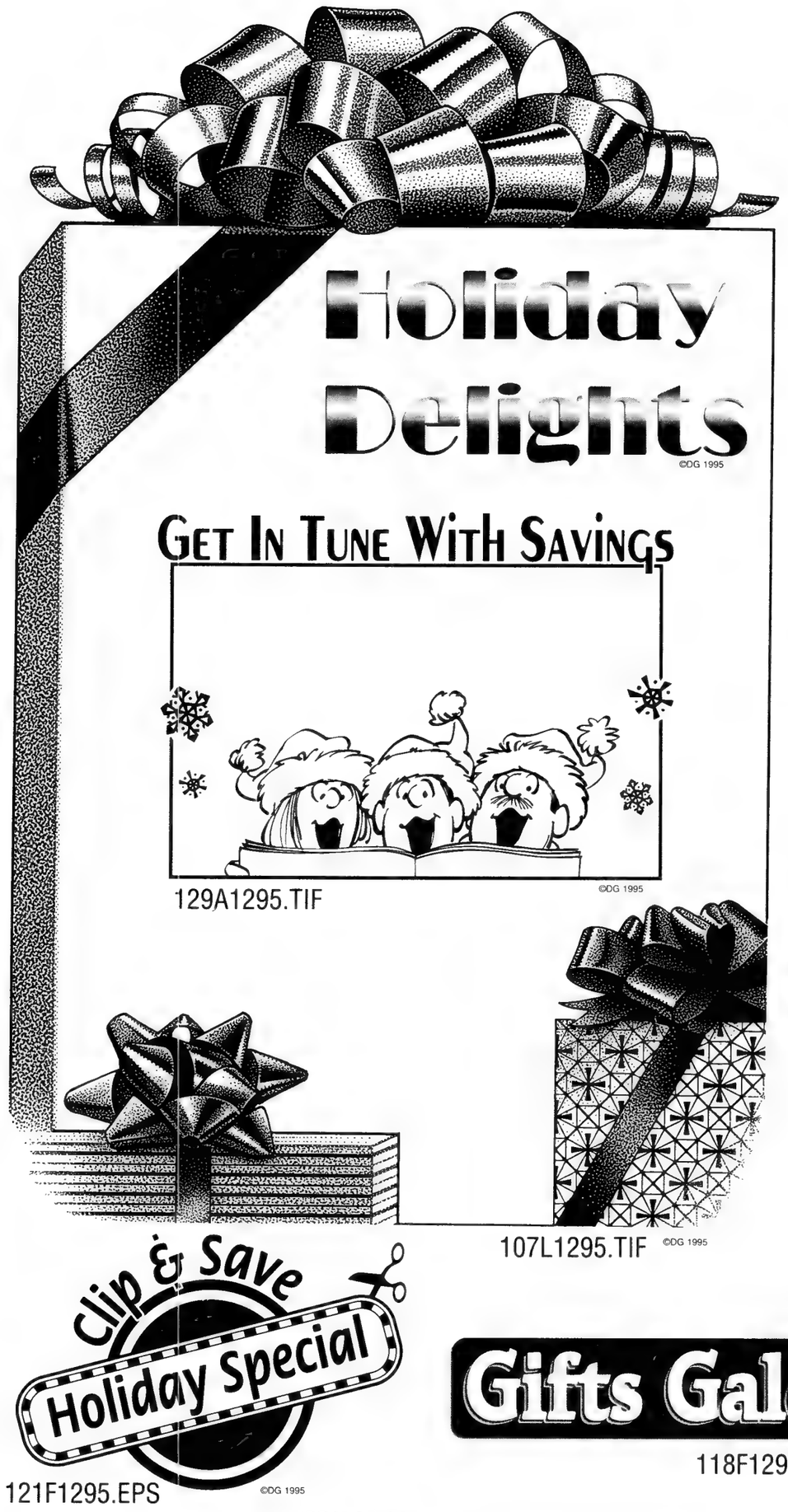
Holiday Delights
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GET IN TUNE WITH SAVINGS
129A1295.TIF
©DG 1995
107L1295.TIF
©DG 1995
Clip & Save
Holiday Special
121F1295.EPS
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no need to travel from afar
SHOP LOCALLY!
130A1295.EPS
©DG 1995
Hanukkah Greetings!
131A1295.EPS
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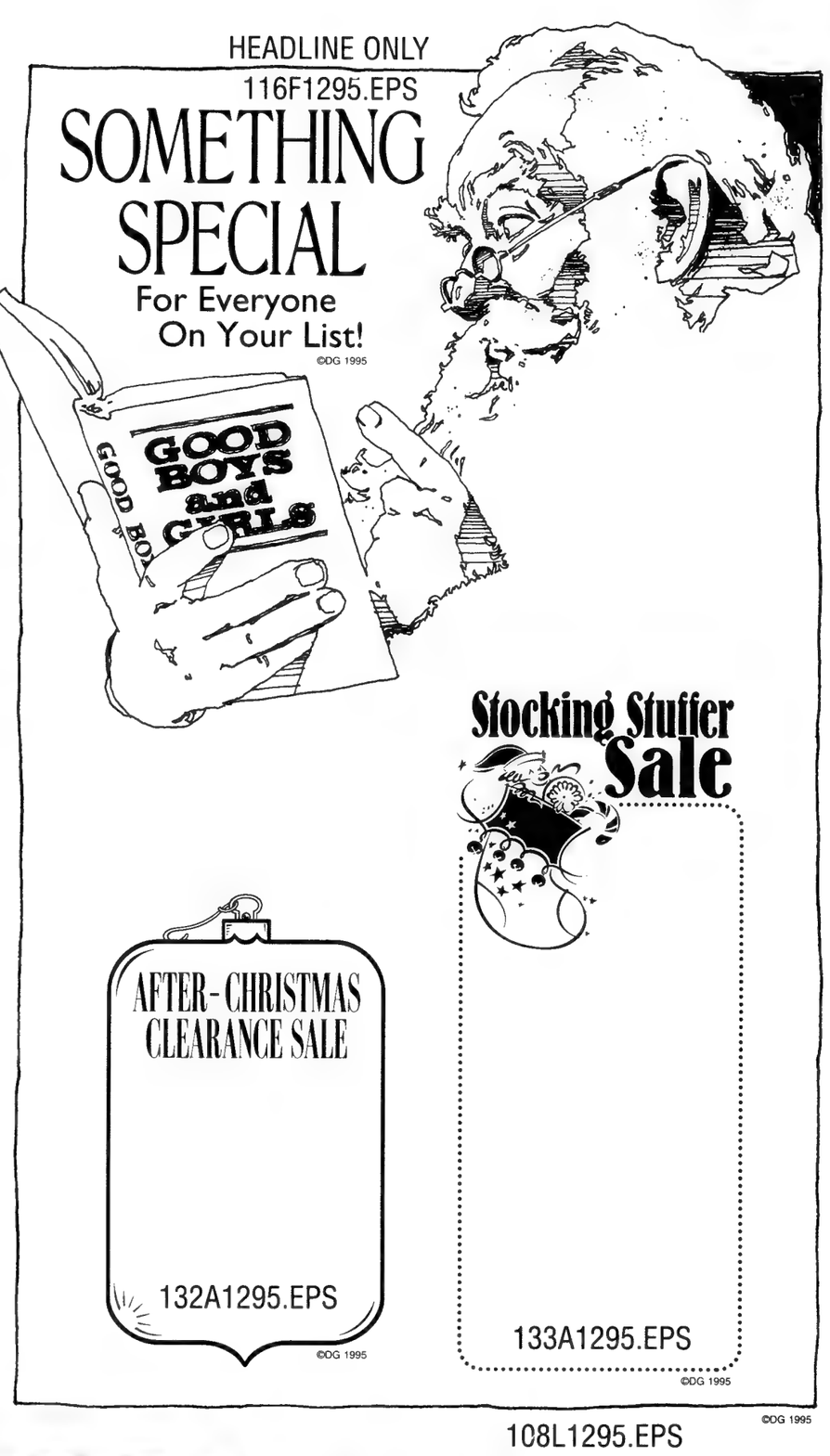
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SOMETHING SPECIAL
For Everyone On Your List!
©DG 1995
GOOD BOYS and GIRLS
Stocking Stuffer Sale
AFTER-CHRISTMAS CLEARANCE SALE
132A1295.EPS
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133A1295.EPS
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108L1295.EPS

Gifts Galore!
118F1295.EPS
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CASH BACK SALE
122F1295.EPS
©DG 1995

Deck The Halls
With The Sights And The Scents of the Season!
114F1295.EPS
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Santa's Coming
117F1295.EPS
HEADLINE ONLY
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Santa's Coming
Great Gifts
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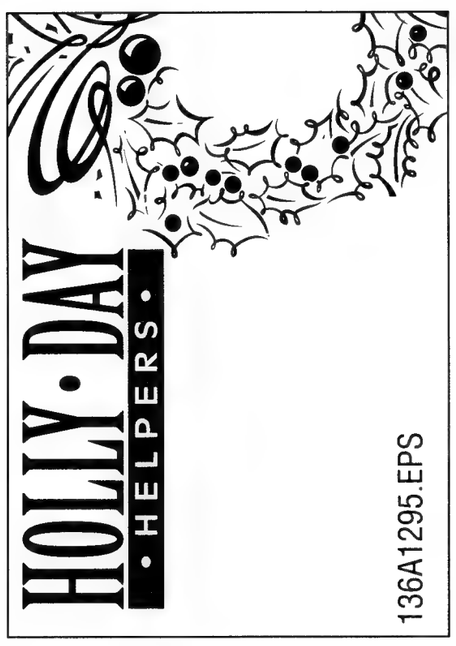
Holiday Headquarters



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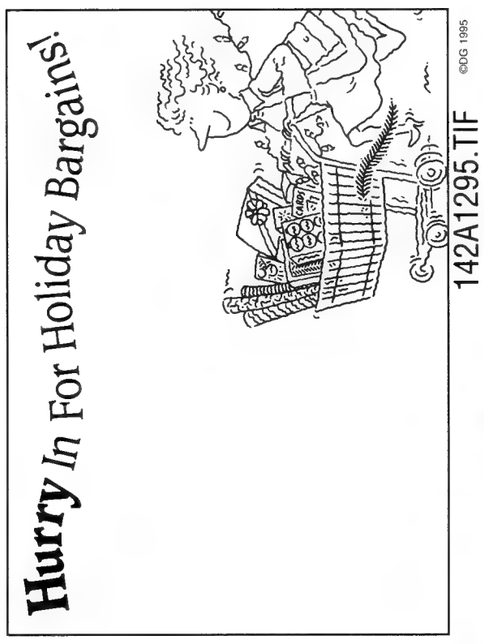

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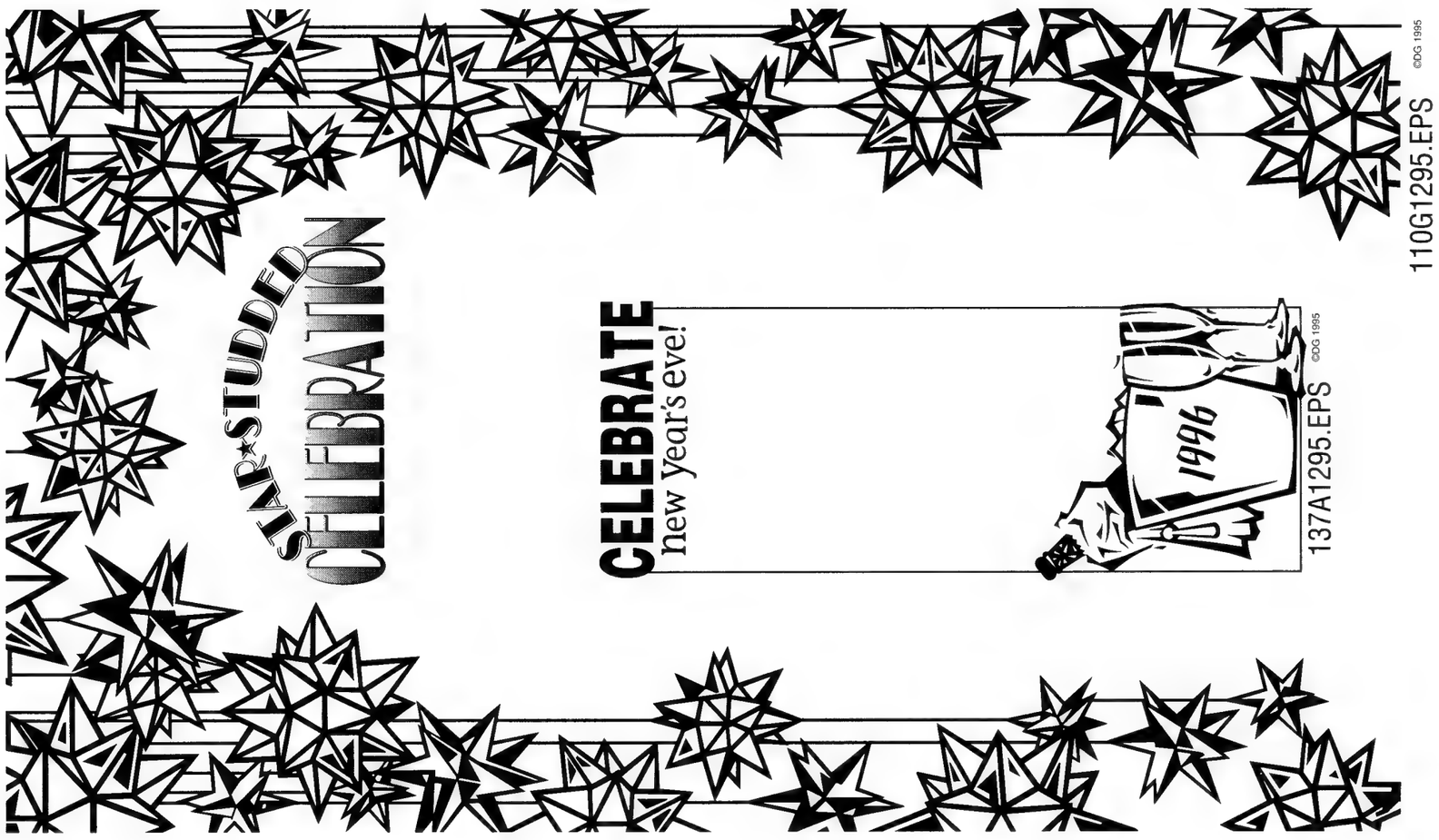

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137A1295.EPS

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For Great Savings!

141A1295.TIF

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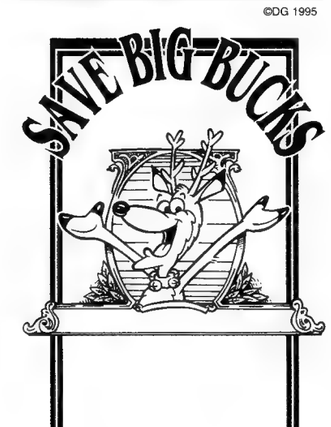

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New Year's DOLLAR DAY Sale!

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STAR★STUDDED CELEBRATION

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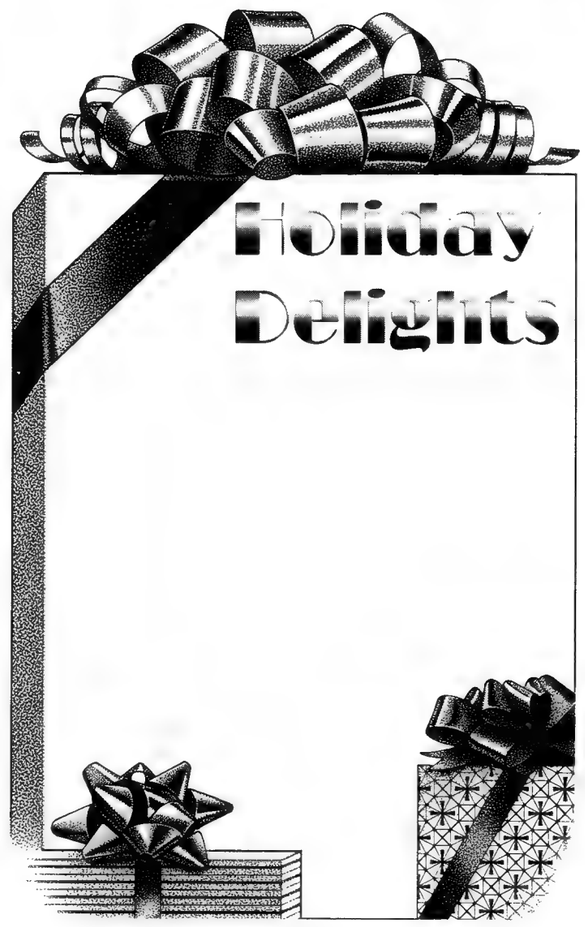

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Holiday Shopping

120F1295.EPS ©DG 1995

Santa Says...

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Gifts Galore!

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Winter Sale

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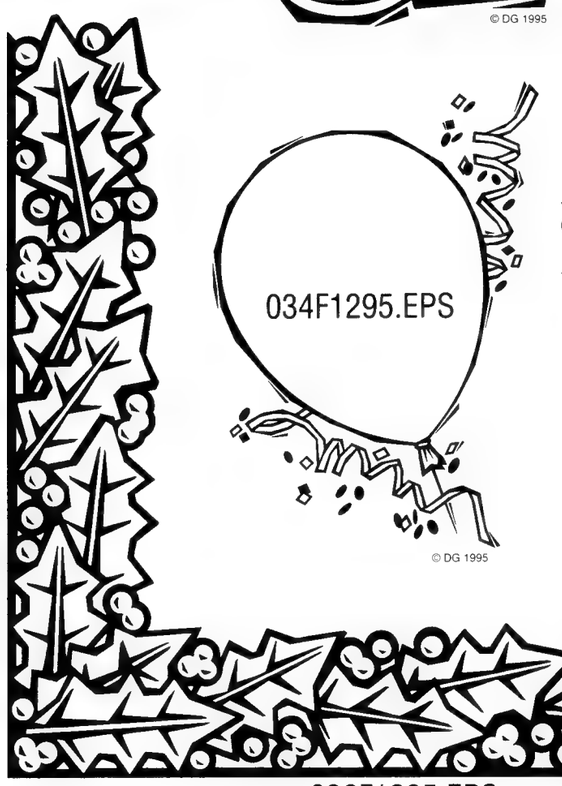
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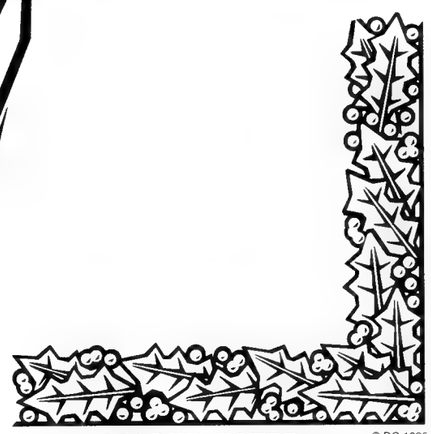
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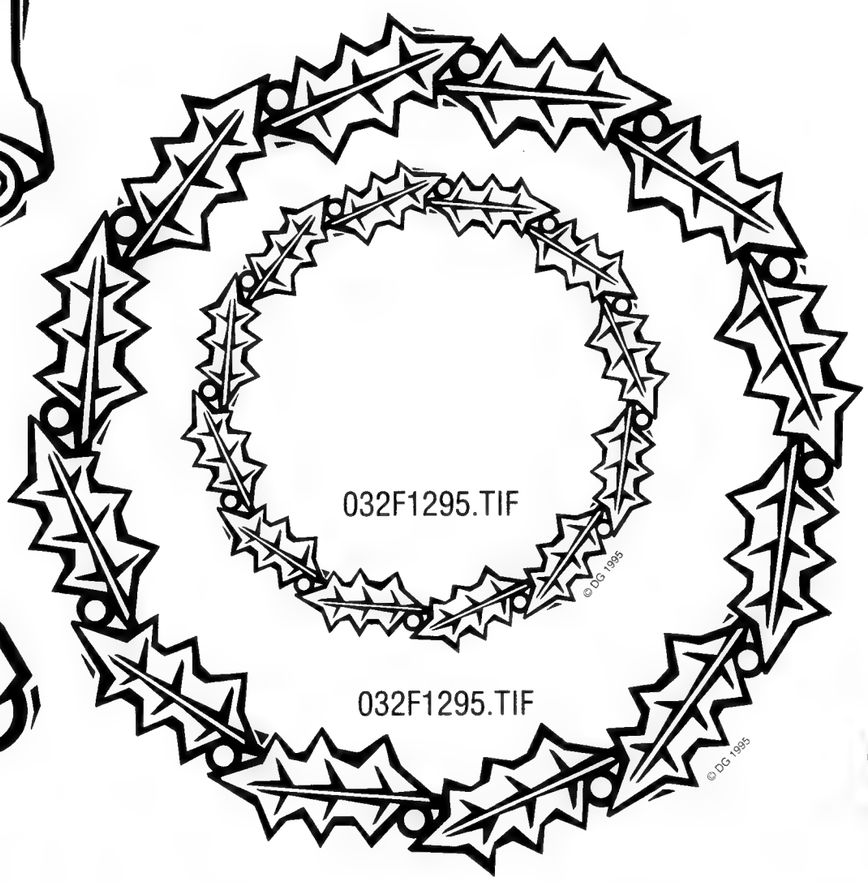
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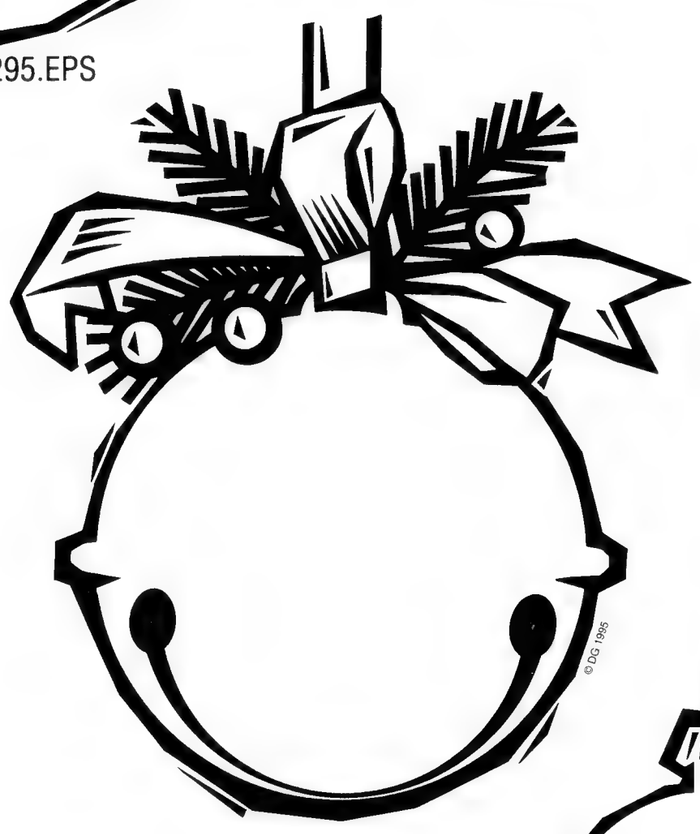
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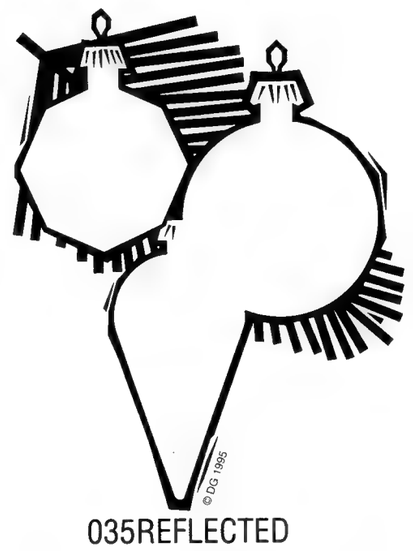
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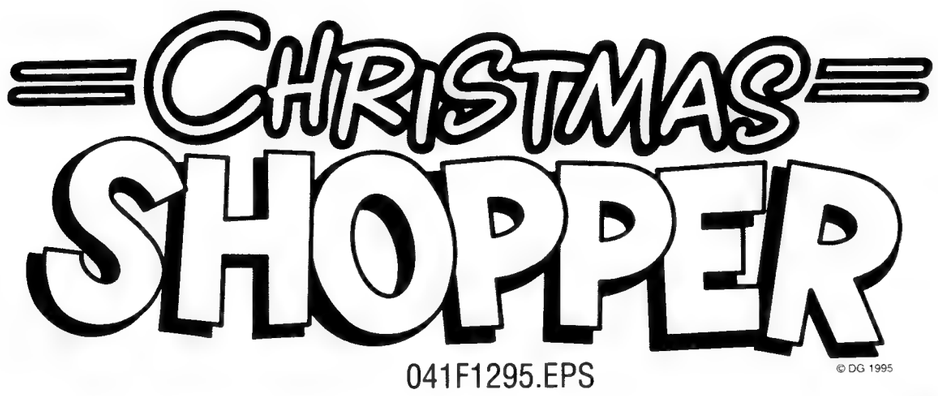

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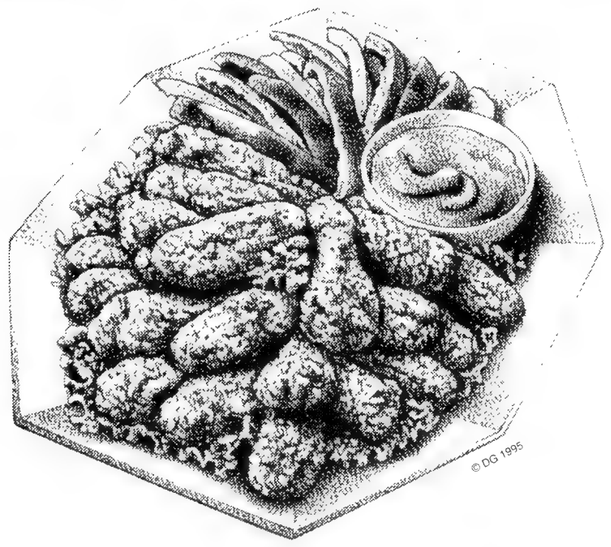

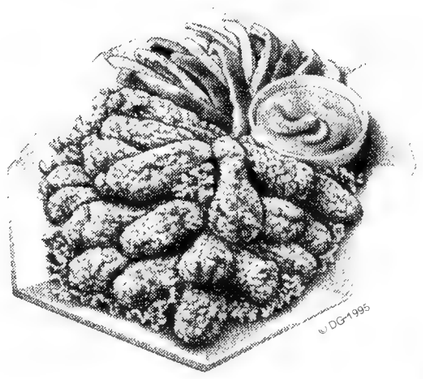

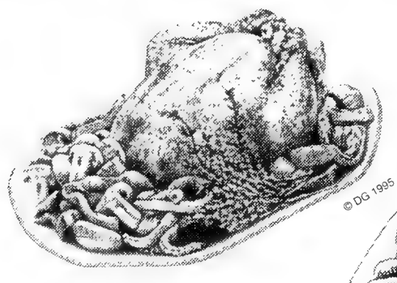

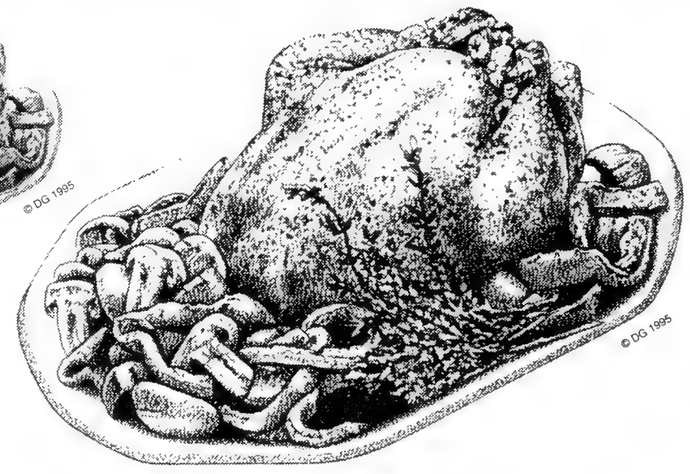

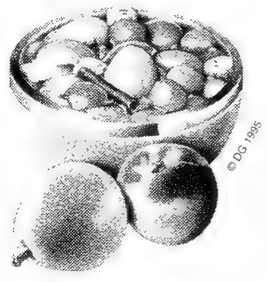

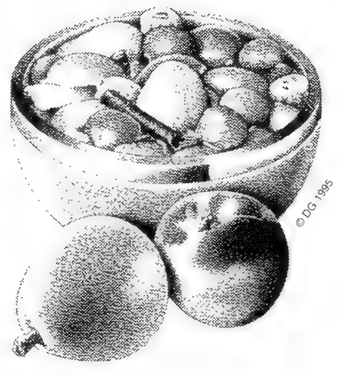

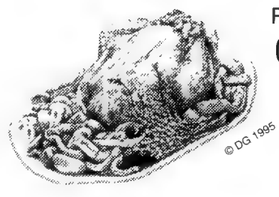

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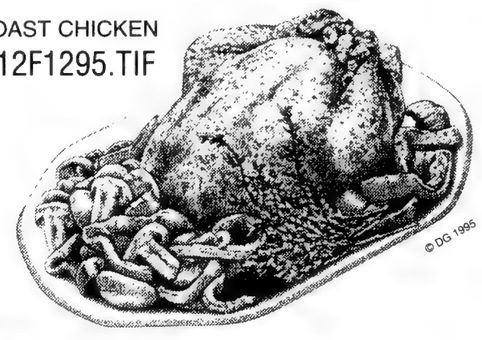

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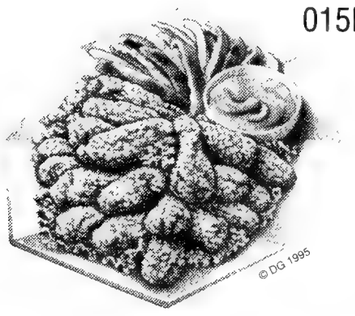

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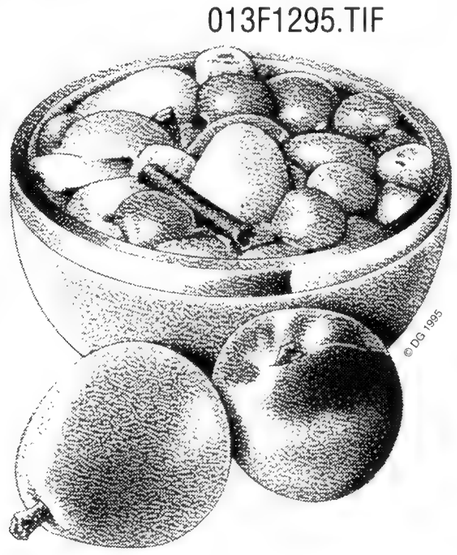

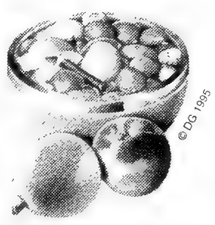

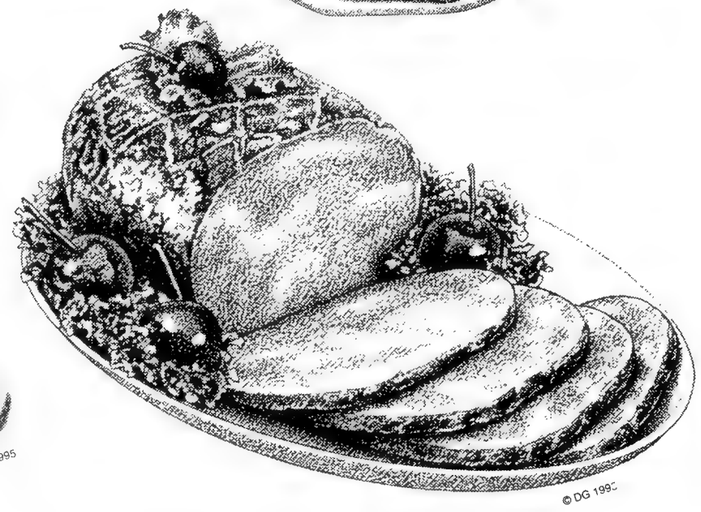

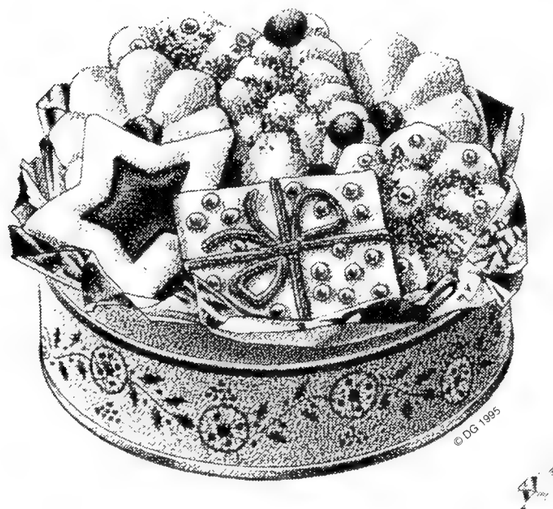

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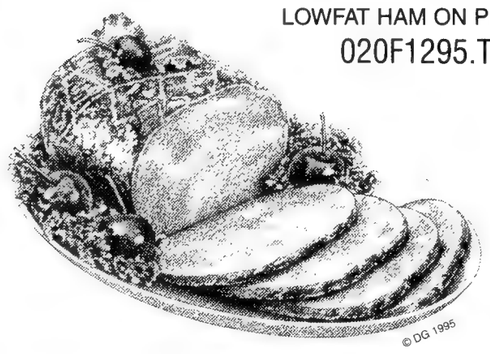

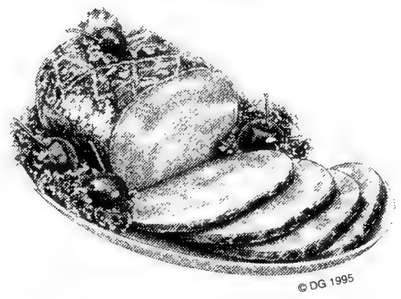

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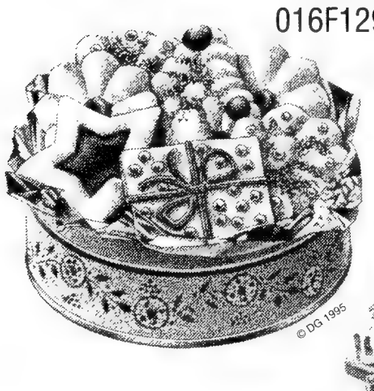

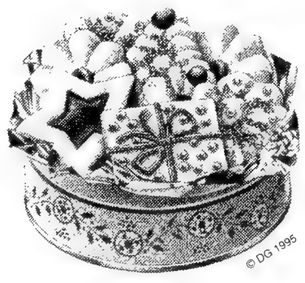

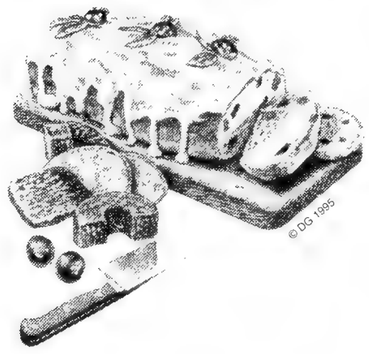

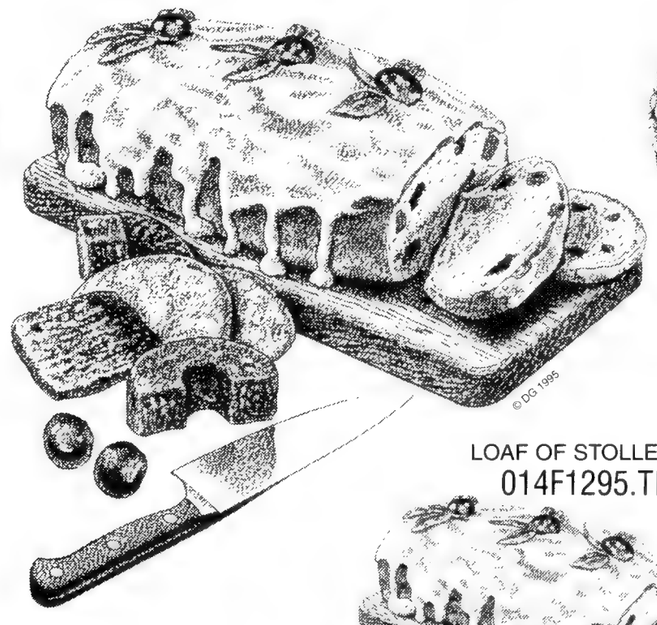

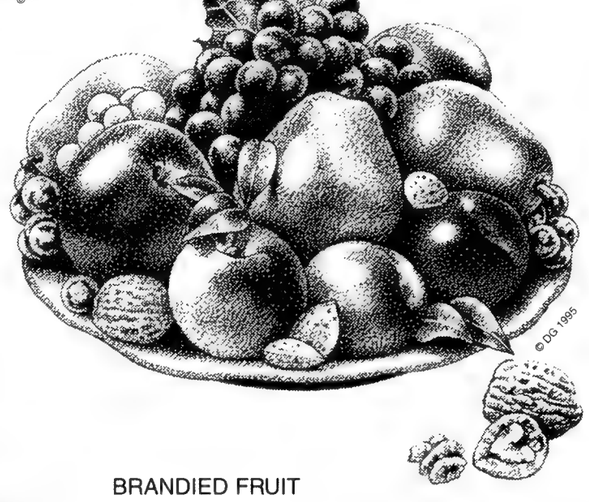

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LOAF OF STOLLEN
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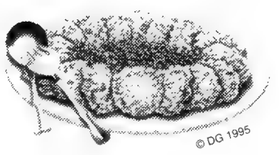

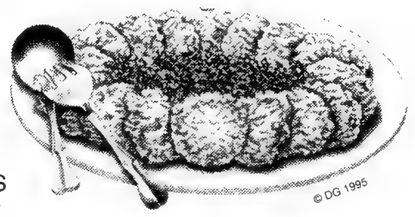

WASSAIL
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POTATO PANCAKES
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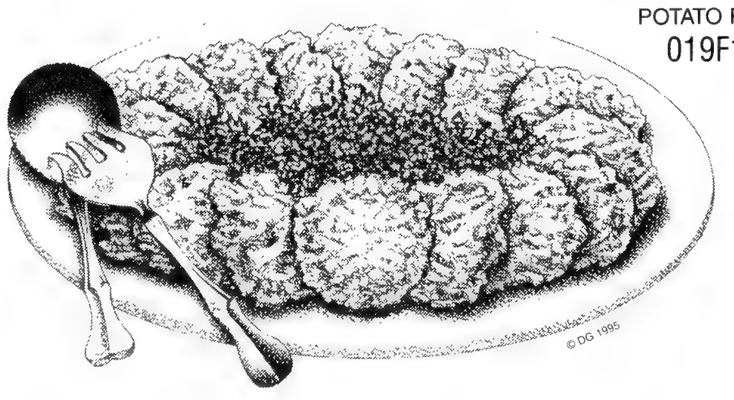
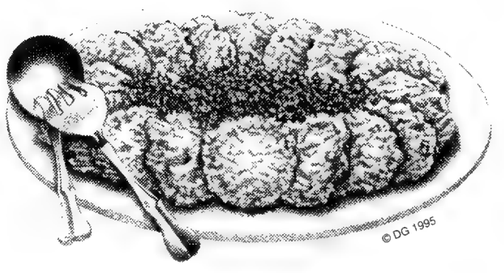
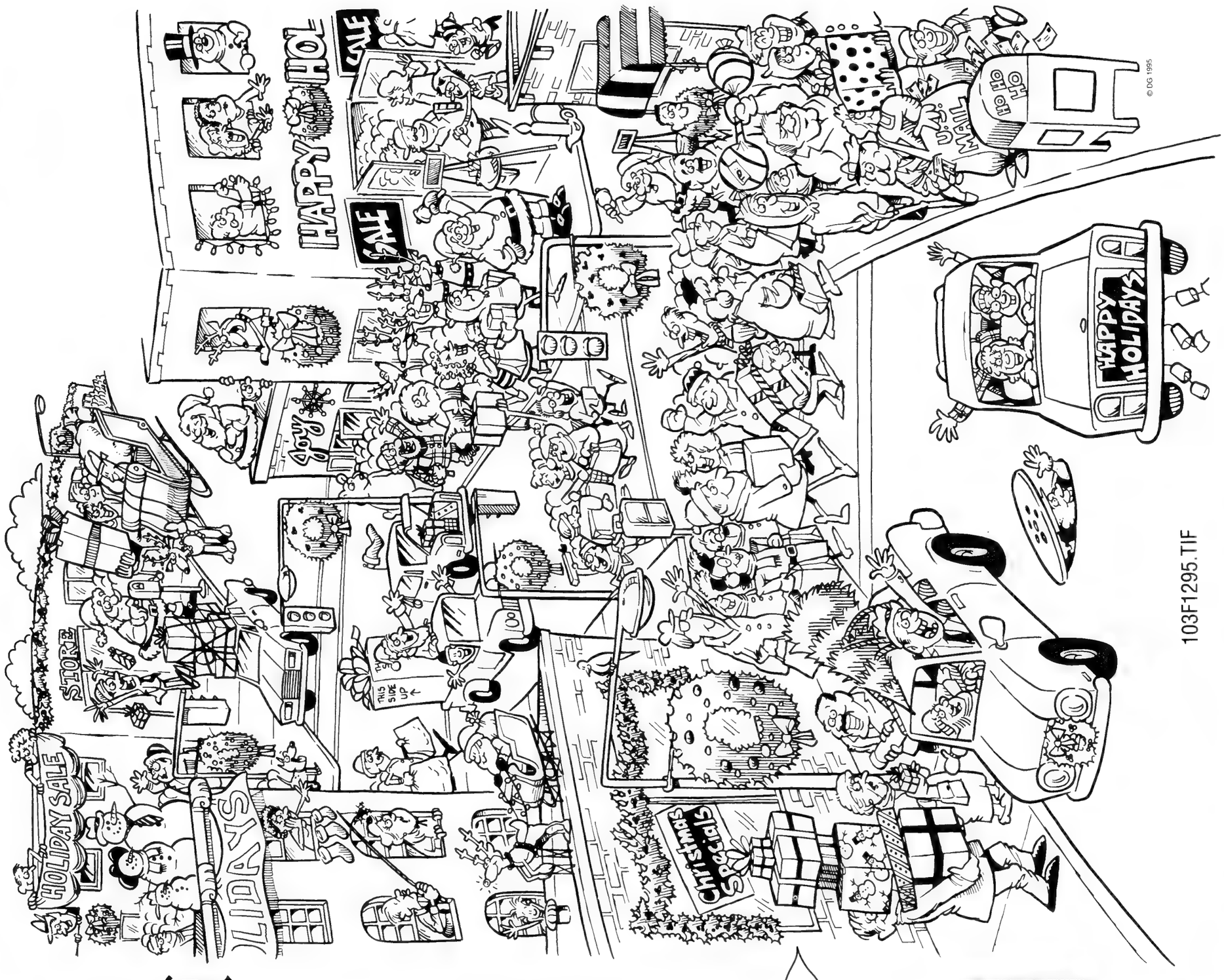




Now you can make quick work of putting together a special supplement. Presented on this page, for your convenience, are a ready-made 10 x 13 cover plus a versatile collection of thematic illustrations, all designed to work within the framework of inside editorial and advertising.

SUPPLEMENT COVER & ART



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GREENHOUSE POINSETTIA

021F1295.TIF

021REFLECTED

024REFLECTED

EYEGLASS FRAMES

024F1295.TIF

BUSINESS & COMMERCE

An ongoing series depicting the workings of the business and professional community. If you have the need for a specific business or commerce illustration, please contact us. We appreciate your suggestions!

024F1295.TIF

026F1295.TIF

SUBMARINE-TYPE SANDWICH SHOP

026F1295.TIF

027REFLECTED

021REFLECTED

ELECTRICIAN

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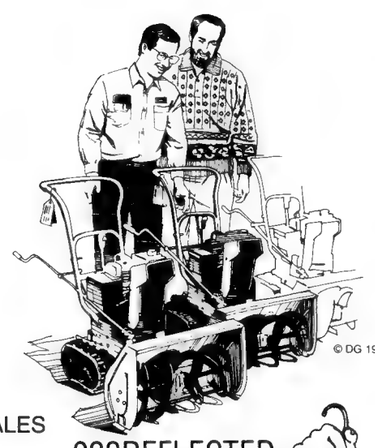

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SNOWBLOWER SALES

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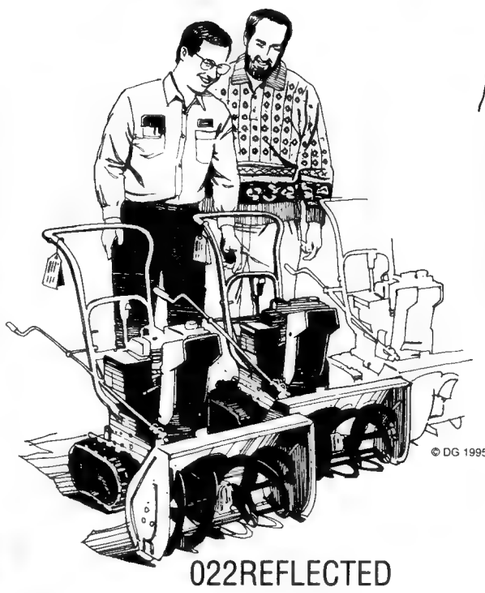

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SKI SHOP

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023F1295.TIF

MEN'S SHOP SALESMAN

025F1295.TIF

025F1295.TIF

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001C1295.EPS (Color Separated, Large Format)
002C1295.EPS (Color Separated, Small Format)

001C1295.TIF (Large Format)
002C1295.TIF (Small Format)

Shown below is the full color proof of the color separations appearing on pages 27 and 28.

005T1295.TIF (Large Format)

006T1295.TIF (Small Format)

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• YELLOW PLATE

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• RED PLATE

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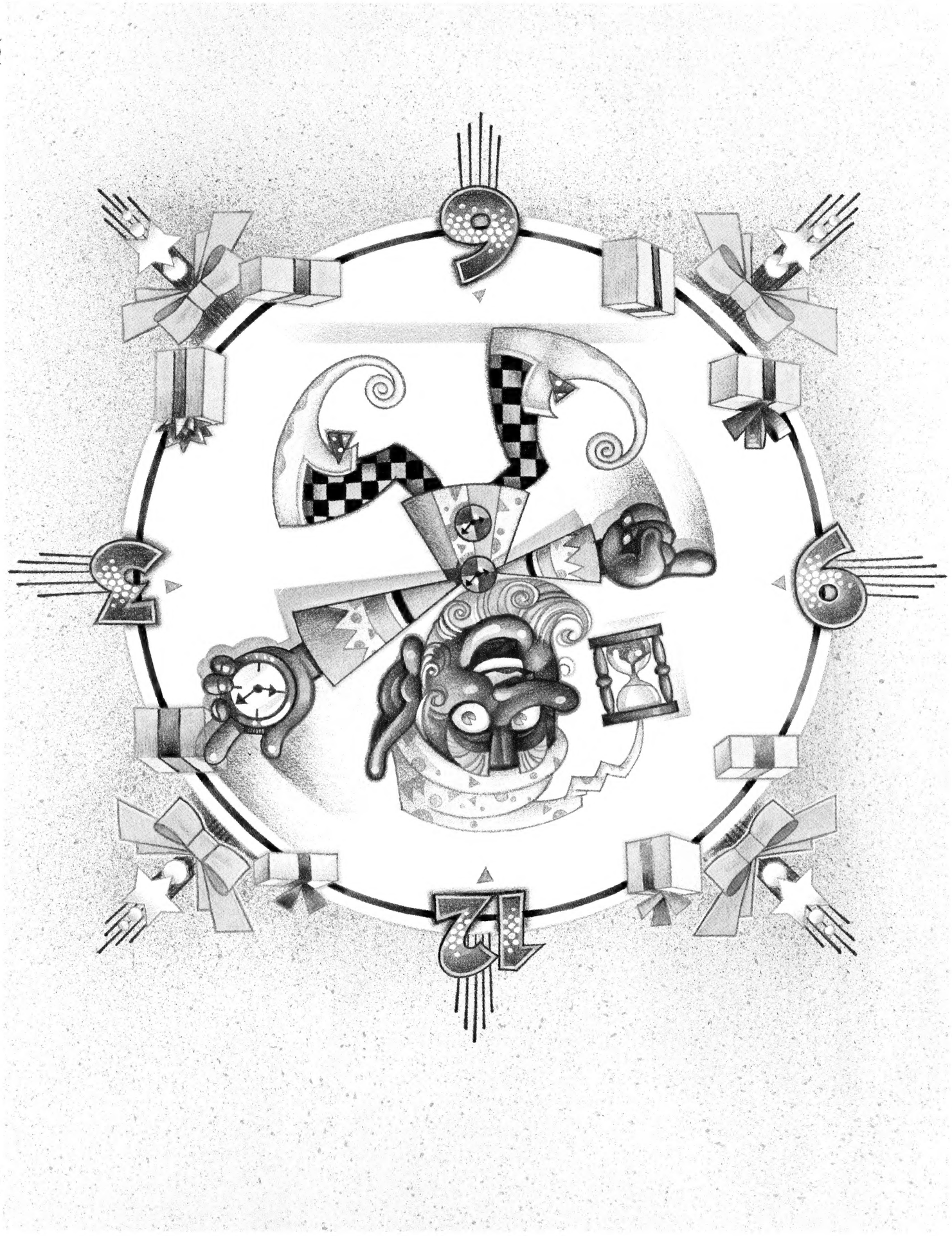

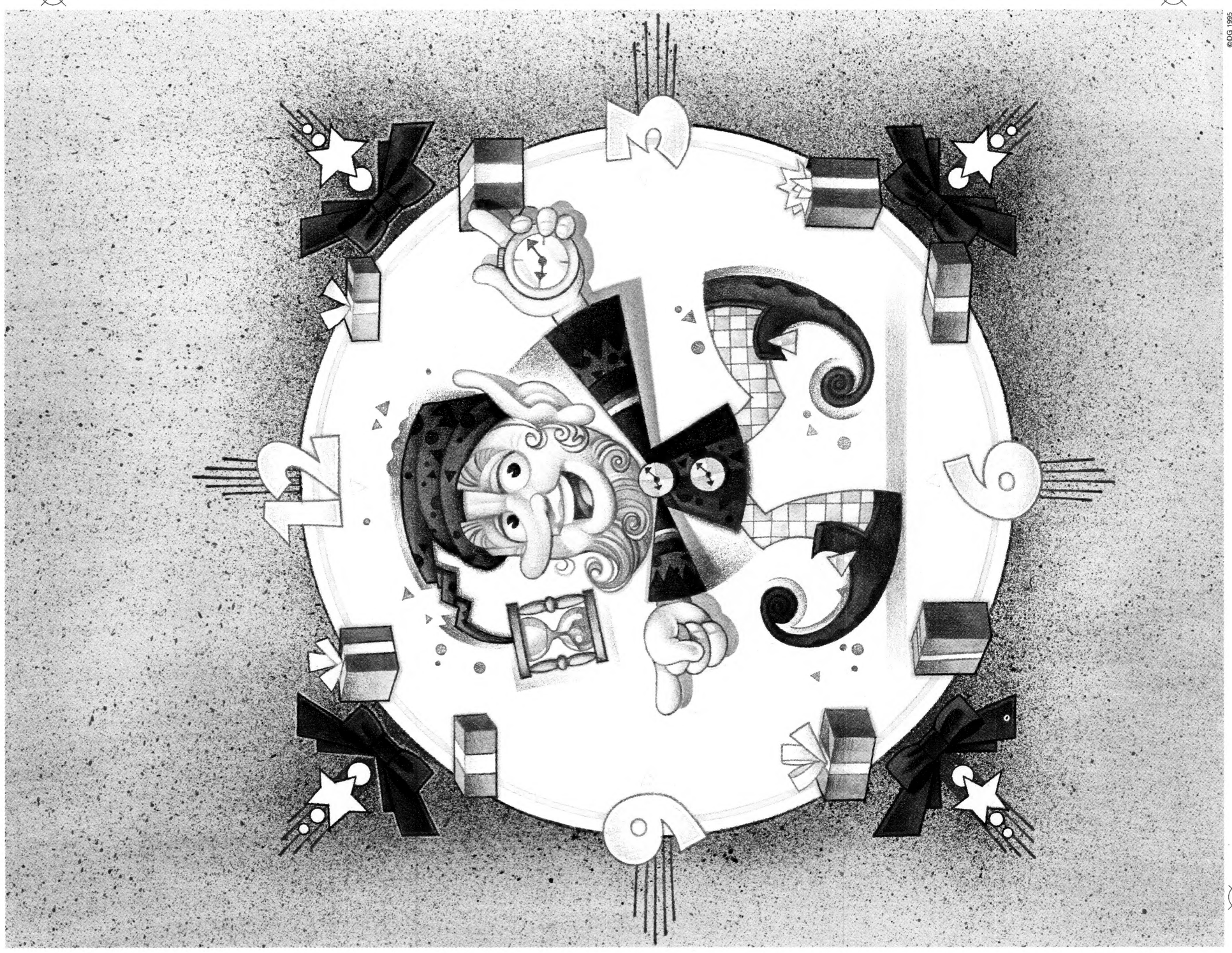

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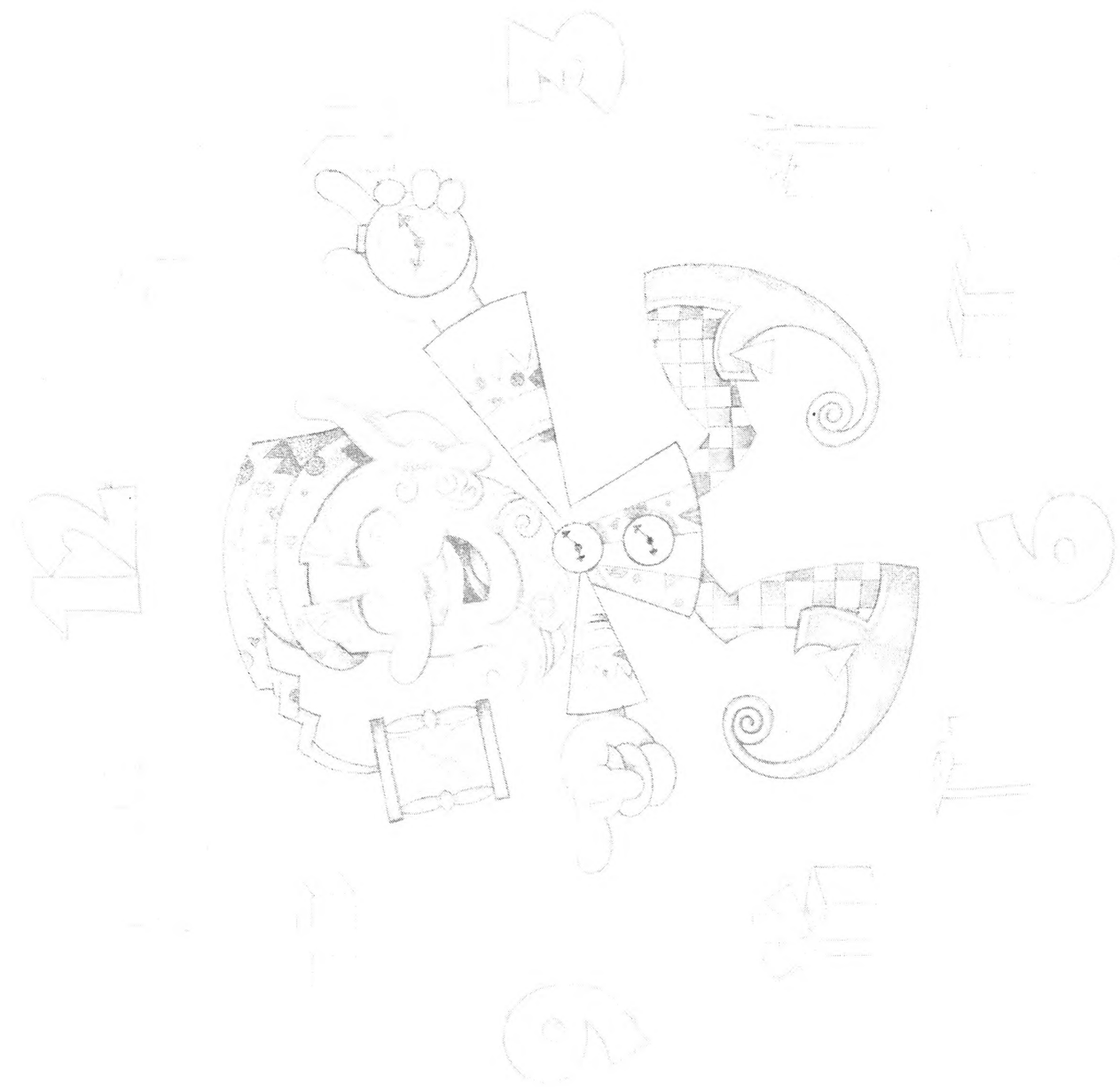
• BLUE PLATE

This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.



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• BLACK PLATE

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NOTE: Each entry is acknowledged by letter. Monthly winners will receive their awards two to three weeks *after* publication of the issue in which their entries are presented.

RULES:

1. You must be a current *PMS* subscriber and your entry must include some *PMS* art.

2. Use the coupons below to enter as often as you wish. Please attach one to each entry and fill them out completely. Include comments explaining techniques, purpose, and other relevant information.

3. Please do not use staples or fold your entry. We also ask that newspaper entries not be mounted.

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Dynamic Graphics, Inc.
6000 N. Forest Park Drive,
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NAME .....

TITLE .....

COMPANY NAME .....

STREET ADDRESS .....

CITY ..... STATE ..... ZIP .....

PHONE (.....) .....

PMS ART FROM ..... (MONTH) ..... (YEAR) ..... (PAGE NO.)

REMARKS .....

.....

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Signed .....

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NAME .....

TITLE .....

COMPANY NAME .....

STREET ADDRESS .....

CITY ..... STATE ..... ZIP .....

PHONE (.....) .....

PMS ART FROM ..... (MONTH) ..... (YEAR) ..... (PAGE NO.)

REMARKS .....

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TITLE .....

COMPANY NAME .....

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CITY ..... STATE ..... ZIP .....

PHONE (.....) .....

PMS ART FROM ..... (MONTH) ..... (YEAR) ..... (PAGE NO.)

REMARKS .....

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